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NOTE THE SOAP INDUSTRY SECTION

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(SEE PAGE 9)

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(STOPPER FACTORY)
NEW YORK

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and ESSENTIAL OIL REVIEW

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JUST ENTERING OUR 18TH YEAR

There are more New Year days than January 1. We celebrate in a way all we know about, including the Chinese, the Mohammedan and our own personal family anniversaries, but March, as month, means much more to THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, for it begins our Eighteenth Year of service to our industries. One of our mottos has been "Performance, not Promise." Another has been "Service, not Subserviency." How well the two have operated is shown in our gamut of expansion.

Just now we want to thank our advertisers, our subscribers and many other friends for their cordial support and co-operation in the years that have vanished and to pledge to them that our efforts in serving and working with them in the future will be increased so far as is possible within human limitations.

ENEMIES OF LEGITIMATE ALCOHOL USERS KEEP UP THEIR CAMPAIGN

It does not seem to be at all possible to even dent the skulls of the Prohibition Enforcement authorities at Washington by references to the Act of Congress, despite the revolt of all of the leading trade associations and publications against the continuance of the red tape policy of the officials, for new regulations issue as regularly as the day dawns. There are none so blind as those who will not read. The Washington authorities evidently will not take into consideration the specific provisions of the National Prohibition act as shown below:

AN ACT to prohibit intoxicating beverages, and to regulate the manufacture, production, use, and sale of high-proof spirits for other than beverage purposes, and to insure an ample supply of alcohol and promote its use in scientific research and in the development of fuel, dye, and other lawful industries.

TITLE 3: SECTION 13:

The Commissioner shall
and to place the non-beverage industry and other industries using such alcohol as a chemical raw material or for other lawful purpose upon the highest possible plane of scientific and commercial efficiency consistent with the interests of the Government, and which shall insure an ample supply of such alcohol and promote its use in scientific research and in the development of fuels, dyes, and other lawful products.

The situation has developed to a point at Washington, so the reports say, where even Volstead rebelled at the dicta-

tion of the counsel of the Anti-Saloon League, when Wheeler tried to have a snap committee hearing held in favor of his bill, the so-called Ernst-Wood bill, by Volstead's dying Judiciary Committee of the House. As will be seen in our Washington correspondence the "hearing" proved to be a fiasco. But that did not bother Wheeler, for he advised an objector that all legitimate alcohol users need do was to take him into their calculations and all would be well. The New York Oil, Paint & Drug Reporter in an editorial headed "Who Administers the Prohibition Laws?" states that the representative of the Anti-Saloon League (Wheeler) in governmental circles—

has declared that in seeking relief from troublesome prohibition rulings, the industries using alcohol legitimately should have carried their APPEAL to him (Wheeler.) Is this an egotistical assumption of power, or is the administration of the prohibition laws a travesty of governmental functioning?

Answering its own question the Reporter voices the following ideas which are not new but are tersely put:

"We put that question with the declaration that, whatever the significance of the above-mentioned remark, it is high time that those industries, which depend in material part of their welfare on the proper administration of the laws relating to the use of alcohol, find out whether their practices are regulated by U. S. A. or A-S. L. authority. There can no longer be any intimation of indefiniteness in the matter. There must be a showdown.

"Instances of going beyond the letter and the spirit of the prohibition laws have not been even uncommon in the application of the provisions of those statutes to the legitimate use of alcohol. Who has been responsible? The Commissioner of Internal Revenue and the Secretary of the Treasury have not countenanced these excesses of authority. They have rebuked the apparently overzealous or misguided subordinates. Was that zeal inspired by external influences? Was the misguided action the result of something other than an error of judgment on the part of the official directly involved? Is there a direct connection between the failure of those bureaucratic efforts toward extra-legal stringency and the more recent endeavors to eliminate the departmental supervision which caused them to fail? These are questions which now must be answered."

But will the Reporter's questions be answered? And by whom? Wheeler and Haynes belong to the Ohio oligarchy and are in the irremovable class. They have refused apparently to consider anything seriously except the beverage police work of prohibition enforcement. Wheeler has shown their close relation and perhaps his own paramount importance, unless his ego mastered him for the moment.

The time has come for a revision of opinion on prohibition, at least in its "bone dry" aspects. Temperance is something that is favored by 99 per cent of the American Nation, and after three years of "bone dry" fiasco would be welcomed by all citizens except dry fanatics. In saying this we have no thought except that the "bone dry" laws increase unsufferably the restrictions, red tape and possibilities for blackmail that hamper legitimate users of industrial alcohol.

NEW ATTACK BY EXPIRING DRY CHIEF

Probably no Government official has been more arrogant in his attitude toward the legitimate users of industrial alcohol than John D. Appleby, lately New York Division Prohibition Enforcement Chief, who was the subject of correspondence recently between Representative Crouse, of the American Manufacturers of Toilet Articles and Prohibition

BISHOP WARNS HARDING AGAINST INROADS OF REFORMERS.

(Bishop Thomas F. Gailor, of Tennessee, preached a sermon in the presence of President Harding in St. John's Church, Washington, recently, in which inferentially he denounced the prohibition and other reformers who interfere with the personal liberties and business privileges of American citizens. Some extracts are given below from the sermon.)

We are losing sight of the importance of the bedrock upon which our government is founded. Public opinion is being so moulded by a few that it is persistently interfering with personal liberty. Any measure which tends in any way to reduce individual liberty should be very carefully considered before it is put into effect. Such measures should be based not on the opinion of a group, but on the whole united opinion of the public. The formation of certain small groups to favor certain laws which they themselves may believe to be right has exaggerated disrespect for the law rather than promote in the minds of our citizens the sanctity of the law and the proper respect for our governmental institutions. The supremacy of law and preservation of the individual liberties of our citizens are parts of America's oldest traditions which we do not seem to have realized. Not only has discontent with the laws become more or less general, but daily we see the individual liberties of our citizens further curtailed and restricted.

Commissioner Haynes. All that could be got out of Haynes at the time of Appleby's broadcast against the toilet goods industry was that he "believed Appleby was misquoted."

Appleby then accused "95 per cent" of the manufacturers of toilet preparations of being in effect bootleggers. He has kept it up, even though he was banished from New York to Boston, perhaps as a matter of discipline, forcing his resignation, in a way, from the Prohibition Unit.

In this connection an item in the New York Herald of March 17 shows that Appleby's 95 per cent has been cut down to 8 per cent by his own admission, but there is no apology to the industries he traduced. There is an admission that only \$1,000,000 of his estimated \$4,867,000 penalties is likely to be collected. Mr. Appleby, since his retirement from the Prohibition Unit, has gone into the practice of law in New York City. It would not hurt him at all to come out and admit his attacks on the toilet goods industries were substantially untrue and based on misinformation, unless he was misquoted, which he has never claimed, so far as we have seen. However, his final hopper blast cutting down 95 per cent to 8 per cent, with a non-collectible \$3,867,000 claim is an illuminating instance of what can be done by men who temporarily hold Government positions.

OUR INDUSTRIES IN THE METROPOLIS

In a collation of the industries of New York City, based on the last Federal census of manufactures, the metropolis makes a big showing of its share in the annual output of one hundred of the nation's industries. The following table indicates the value of the New York City production in the lines mentioned, with the percentage each bears to the total for the United States:

Products	Value of Output	Percentage
Perfumery and cosmetics	\$22,983,826	38.5
Soaps	36,276,984	11.5
Flavoring extracts	4,130,855	13.7

EVEN THE COURTS GET TIRED OF TOO MUCH BUSINESS SUPERVISION

On page 17 we are giving some account of the unanimous decision of the United States Court of Appeals for the Second New York Circuit in reversing the Federal Trade Commission's edict against permitting the Mennen company to maintain its own classification of wholesalers and retailers for selling purposes; in fact, forbidding it to select its own customers. The issue has been up in the Colgate and other cases and not always determined satisfactorily. It is an outcome of the old anti-trust agitation, which seemed designed to hit hard at any successful business firm, without regard to merit, or anything else, except to make trouble.

No sane person in the business world would ever accuse the Colgate and the Mennen firms of doing anything unfair, yet both have been put to great trouble and corresponding expense to defend charges of "unfair competition" that never should have gone into court at all. Both firms have fought the suits and it is a subject for congratulation that they have won sweeping victories.

The idea that a manufacturer cannot control in a legitimate way the transmission of his products to the consuming public is so utterly ridiculous that when "laws" are invoked to interfere with perfectly legitimate business procedure the same resentment is aroused in some quarters that is felt by persons who fail to realize that they are violating the Volstead Ten Commandments by wishing to have beer or wine with a meal, even at home.

SOME FIRMS DEFEY DRY ROT AND REFUSE ABSOLUTELY TO "GROW OLD."

The little box noticed in our last issue of the fate of Day & Martin, of London, which firm died of dry rot and failure to advertise, stirred up a lot of interest. We have received several inquiries from some of the up and doing men in our industries asking for information that we might possess regarding possible derelicts with a view probably to either aiding or taking over the same. Whatever the motives may be, it is not our policy to do anything that is not in line with upbuilding our industries. If we cannot be helpful, we most certainly will not do anything harmful, even to the unfortunates who cannot read the handwriting on the wall, and, if they can, are unable to see the inevitable effects, as in the case of the once famous London firm of Day & Martin.

Printers' Ink Monthly has taken up the subject and in its March issue prints an illuminating chapter on "Manufacturers Who Have Refused to Grow Old." It cites numerous firms that, whether established 120 or 180 years ago, are marketing their products in the trade journals and the newspapers on the basis of 1923, up to date, or a little ahead. Says the writer:

"A company need be no older than the morning newspaper or the current magazine. None of the companies mentioned is a newcomer. All of them have been in their field for a number of years. And yet each one of them conducts advertising campaigns that have the freshness of the news from the Ruhr or from Washington.

"The manufacturer who realizes that he is his own fountain of youth, that age is not a matter of years but a matter of policies, and who knows how to use advertising to proclaim his everlasting youth need never be worried by the phantoms of Day & Martin as they slink up and down the quiet streets of old London or creep in between the cracks in factory doors."

IRVIN COBB FINDS ADS GROW IN PERSONALITY AND ORIGINALITY

"There is more honesty than ever in advertising, a more frank presentation of the merits of the product advertised," Irvin S. Cobb recently told members of the Advertising Club of New York. "There is just as much personality and originality evidenced in a well written advertisement as there is in the pages listed on the table of contents. There is really more originality and personality in the advertisements than in much of the fiction."

HELP KILL THE N. Y. TRADE BOARD BILL

The New York Senate has passed a bill, which has gone to the Assembly, to create a State Trade Commission similar to the Federal Trade Commission at Washington, but with even greater powers for interfering with business. All of our organizations are fighting it and all of our readers in New York State are urged to write to their Senators and Assemblymen to vote against it. The Senate letters may do little good, for the fight now is in the Assembly, but the bill may be amended and sent back to the Senate.

Make it clear that business has got altogether too much regulation now, and that there is absolutely no reason why residents of New York should have an extra Trade Commission empowered to prowl around in their offices and summon them to explain things that do not need it. This idea of a State Trade Commission is not to be regarded as a joke. It has passed the Senate. It is now in the Assembly.

Although not a joke for business, there is this little joker in it: Five politicians will get jobs at \$10,000 each if it becomes law (and other emoluments of office) and the Democrats and Republicans will divide on one party getting two and the other three of the jobs. This is a strong reason why business men should get into politics if only to defeat the attempts of the professional politicians to increase our taxes by providing easy high-paying berths for themselves or their kin.

Get busy and help kill this attempt to add another burden on the manufacturers and merchants of New York!

BAN ON DISHONESTY IN ADVERTISING

A new phase of the general trend against dishonest and misleading advertisements is found in the recent decree of the Federal Trade Commission that a firm advertising as a manufacturer and not owning or controlling a factory is engaging in unfair competition. The American Turpentine Co., trading under the name of the North American Fibre Products Co. and situated in Cleveland, Ohio, advertised in such a way as to indicate that its products were manufactured in its own factories. Purchasers were thereby led to believe that they were saving the cost of a middleman.

On investigation, it was discovered that neither company owned or controlled factories and that the factories listed in their advertisements were in reality those of manufacturers from whom they purchased goods for resale purposes. The commission therefore issued an order that a firm must not advertise as a manufacturer unless factories are actually owned or operated by it.

A NEW EXPONENT OF PERFUMERY'S ART

Just a word to welcome *La Parfumerie du Sud-Est*, of Grasse, France, to the field of magazines devoted to the exploitation of the perfumery industry. The premier number is dedicated to Honoré Guichard, president of the Syndicat des Parfumeurs, and as its title indicates, it plans to work for the interests of the industry in the beautiful region of France's flowery South-East, including all of the diversified elements, natural, scientific and commercial. Quite appropriately a fine view is given of Grasse, "the city of perfumes," and the other illustrations are equally suitable and artistic. While Grasse dominates the first issue, the special articles cover an interesting scope and the advertising indicates substantial support for our new friend.

We have several valued contemporaries in France, as well as elsewhere in Europe, and we look upon the arrival of *La Parfumerie du Sud-Est* as being beneficial to them, as well as to the perfume industry generally. We have none too much literature of this nature in Europe, and a really first-class addition that can mix art and science in the proper ratio to practical business will stimulate things generally. *La Parfumerie du Sud-Est's* subscription price for a year is only 60 francs, and its office is in the Hotel Ronbaud-Pilar, 1 Avenue Saint Hilaire, Grasse.

TRITE TRUTHS ON SELLING TOILETRIES

In the admirable series of articles on starting and conducting successful perfumery and toilet goods businesses which are running in this journal, Leroy Fairman, the author, devotes the fourth chapter in this issue to "A Selling Policy Which Aids the Dealer." Mr. Fairman, who has won fame as a merchandising advertising expert, handles the subject of successful salesmanship with special reference to the interests of beginners in the toilet goods industry, but what he has to say will be read with interest and probable profit by many business men who plan expansions, or possibly are only interested in pushing their normal trade growth. The contrast drawn between the roaring, red-blooded Go-getter and the Real Salesman who looks out for the true interests both of manufacturer and dealer is particularly interesting. It draws a heavy, vivid line between Apparent Present Success and Permanent Patronage, which latter pays the dividends in the long run.

BEAUTIFYING ECLIPSES EDUCATION

That more money is spent for beautifying the faces of American women than the total amount of donations made to educational institutions in 1922 is the statement made recently in a public address by Ralph E. Heilman, dean of the Northwestern Law School, Chicago. In fact, the good dean made the excess 50 per cent, but he included chewing gum, which, as we all know, is only a luxury as compared to the necessity of cosmetics. Moreover, the dean, unlike some other persons discussing perfumes, spoke more in sorrow than in anger.

Dean Heilman quoted \$75,000,000 a year as the face powder expenditure. Perhaps technically he is right, but evidently he had in mind George S. Fowler's address some little time ago to the League of Advertising Women in New York. Mr. Fowler then placed the expenditures of American women for cosmetics at between \$75,000,000 and \$125,000,000, or about \$2 each annually. The Colgate advertising expert is an adept in problems of this sort and had "the goods," as the saying goes, for the July, 1921,

OUR ADVERTISERS

FRENCH COSMETIC MFG. CO., INC.

85 Crescent Ave.

New Rochelle, New York

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff Street, New York, N. Y.

Gentlemen: We consider your publication the last word as an advertising medium. We receive a number of inquiries every month, and in one issue we received an inquiry that resulted in enough business to pay for a year's advertising.

Yours very truly,

FRENCH COSMETIC MFG. CO.
F. A. SCHWANNECKE.

census report (printed in our last November issue, page 383), showed that then the domestic manufacturing production was in the \$100,000,000 a year class. That did not include the American consumption of foreign perfumes and cosmetics.

Based roughly on the March Government report of imports, which only includes last October, an estimate can be made that \$8,000,000 was the cosmetic bill American women paid in 1922 to foreigners, in addition to the millions paid to druggists for their own special concoctions, not listed in the manufacturers' census, and undefinable. Including the known sources of production and output of the thousands of our retail pharmacies it is safe to put the beauty bill of American women at \$150,000,000, with a discount, of course, for what Mere Man may consume.

COSMETIC TAX IN PENNSYLVANIA

A measure introduced in the Pennsylvania Legislature on March 5 by Assemblyman Alexander, provides for an emergency State luxury retail sales tax which, in the case of perfumes, cosmetics and proprietary medicines, would amount to one cent for each twenty-five cent sale or fractional part thereof. The bill was referred to the Committee on Appropriations.

The tax would remain in effect until June 1, 1925, and the revenue derived would be applied to appropriations made prior to June 1, 1921, and to appropriations for deficiencies existing prior to June 1, 1923. The American Manufacturers of Toilet Articles is urging through a bulletin to its members that they fight the bill.

MILLIONS IN POSTAGE SAVED

According to foreign mail rates established in 1857 an ounce letter to the Commonwealth in the South Seas cost \$2.04. A letter of similar weight can be sent today for five cents. If the rates of 1857 were in effect now, American correspondence with foreign lands in 1922 would have required \$100,000,000 more in postage. Even in international mail exchange between England and the United States an ounce letter cost forty-eight cents in 1857. Today a misive of that weight goes for two cents. Letters to France in 1857 cost sixty cents for an ounce. Today it is five cents.

TRADE FIGHTS CZAR RULE FOR ALCOHOL CONTROL

American Chemical Society Joins in Opposing Bill to Give Dry Chief More Power at Snap Hearing—Powerful Briefs Filed by American Toilet Articles Manufacturers, N. W. D. A., F. E. M. A. and Others at Washington

WASHINGTON, March 19.—Developments at the Capitol during the last month of interest to alcohol users included the following:

A flurry over an eleventh hour attempt of officials of the Anti-Saloon League to obtain action by the House Judiciary Committee of the objectionable Wood-Ernst bill creating a separate prohibition bureau directly under the President.

Action by the Internal Revenue Bureau abolishing the exemption under which small amounts of alcohol could be obtained without being subject to the confirmation requirement.

Preparations by representatives of the leading organizations comprising alcohol users for a conference with Commissioner of Internal Revenue D. H. Blair, at which the proposed divorce of industrial alcohol from booze police work will be discussed.

The attempt by Anti-Saloon League officials to obtain favorable consideration for the Wood-Ernst bill during the wind-up of the recent session of Congress fell flat. The hearing was arranged for at the request of Wayne B. Wheeler, general counsel of the Anti-Saloon League, and an attempt was made to have it more or less in camera. The representatives of alcohol using organizations, all of whom are unanimously opposed to legislation of this character, learned of the secret call for the hearing only by accident. The opponents were on hand and, while not given opportunity to testify, were permitted to file briefs in opposition to the bill.

The only witnesses in behalf of the bill were John F. Kramer, former prohibition commissioner, who is now connected with the Anti-Saloon League, and Representative Wood of Indiana, who introduced the bill. Both of them admitted a lack of familiarity with its detailed provisions. Prohibition Commissioner Roy A. Haynes, who is understood to favor the bill, did not appear at the hearing.

Hearing a Fiasco for Bill's Supporters

The printed record of the hearing contains such a preponderance of matter in opposition to the bill that its proponents got but little, if any, satisfaction from the proceedings.

The record of the hearing contains briefs filed on behalf of the National Wholesale Druggists' Association, the American Manufacturers of Toilet Articles, the National Drug Trade Conference, the American Drug Manufacturers' Association, the National Association of Retail Druggists, the American Chemical Society, and the Flavoring Extract Manufacturers' Association.

A brief also was filed on behalf of the United States Industrial Chemical Company.

The briefs show unanimity of opposition to legislation along this line, which, as expressed by W. L. Crounse, of the American Manufacturers of Toilet Articles, would make the prohibition commissioner "the czar of our industry."

Less than a majority of the members of the House committee were present at the hearing and no effort was made to call the committee together in executive session to act on the bill. Presumably, the advocates of the bill had hoped, by keeping their plans secret, that it might be possible to obtain a favorable report on the bill during the final weeks of the session, even though there was not the slightest chance for consideration of the bill on the floor of the House. Favorable action by the Judiciary Committee would have improved the opportunity for spreading propaganda in favor of the bill during the summer months and, in fact,

it was intended to publish only the pleas in its favor, but this scheme was foiled.

It is expected that the bill will be reintroduced in the next session of Congress in December and that a serious attempt will be made to obtain favorable action. Judging from the opposition which has developed, however, the bill will not have smooth sailing.

Protests Against Abolishing Exemptions

The action of the Internal Revenue Bureau in abolishing all exemptions from the confirmation requirement in obtaining alcohol has met with prompt protest from the alcohol-using industries. The new order abolishing exemptions was issued on March 5, effective immediately. A letter sent to Prohibition Commissioner Haynes by the National Wholesale Druggists' Association urges that the new ruling be amended so as to provide an exemption from the confirmation requirement of requisitions for small quantities of alcohol not in excess of ten gallons.

Urging Separation of Alcohol from Booze

The proposed conference with Commissioner of Internal Revenue Blair for the discussion of the situation affecting alcohol-using industries will take place in the near future. It is intended by those arranging for the conference to urge the separation of the Industrial Alcohol Division from the Prohibition Unit and also to urge that steps be taken so that the organizations representing legitimate alcohol users would be consulted in advance of the promulgation of new regulations. Besides representatives of the National Drug Trade Conference, the National Wholesale Druggists' Association, the American Drug Manufacturers' Association, and the National Association of Retail Druggists, it is the expectation that representatives of the American Chemical Society, which has recently adopted resolutions on the subject, will participate.

The resolutions of the American Chemical Society, which is composed of about 15,000 chemists, most of whom are not financially interested in the industries in which they are employed, recommend the appointment of an industrial alcohol commissioner with authority equal to the prohibition commissioner and that industries depending upon the use of industrial alcohol may be permitted to operate under reasonable conditions and be encouraged as especially provided by law.

Legitimate alcohol users who have been concerned over the administration of the Prohibition Unit have been interested in correspondence recently made public between Richard A. Dana, secretary of the National Civil Service Reform League, and President Harding. The correspondence had to do with the proposals from the league that those in the government engaged in prohibition enforcement should be placed under the protection of the civil service laws.

President Harding, in a letter to Mr. Dana, declared that he was not convinced that this would be a wise step, in view of the fact that the experience has been "that employees in this work require summary removal in almost numberless cases, and it would be very embarrassing to be obliged to submit charges and establish cases in office."

Wheeler as a Power Behind the Throne

What has interested the alcohol-using industries most in the correspondence was a statement by Mr. Dana that Wayne B. Wheeler, of the Anti-Saloon League, had told him "that when both he and Commissioner Haynes had decided on a removal it would turn out that a member of Congress who was responsible for the appointment would come forward and insist that the man be reinstated, and that they have had to yield against their better judgment

time and time again." Mr. Dana cited this statement by Wheeler, who apparently has a controlling influence in the office of the prohibition commissioner, as disproving President Harding's statement that summary removals are readily possible under the present system.

Senator Defends Industrial Alcohol

Senator Broussard of Louisiana in a speech in the Senate during the closing days of the session hit at restrictions imposed upon the manufacture of industrial alcohol. His speech related chiefly to the possible use of alcohol as a substitute for gasoline, but he dealt incidentally with the manner in which enforcement of the Volstead law has tended to restrict the use of industrial alcohol.

"It will be admitted that the Eighteenth Amendment never was intended to interfere with industrial alcohol in the country," said Senator Broussard. "To substantiate that I shall read Section 1 of the Eighteenth Amendment to the Constitution of the United States:

"After one year from the ratification of this article the manufacture, sale, or transportation of intoxicating liquors within, the importation thereof into, or the exportation thereof from the United States and all territories subject to the jurisdiction thereof for beverage purposes is hereby prohibited."

"It will be noticed that not only did the Eighteenth Amendment not intend to deny the right to manufacture alcoholic spirits, but that its restrictions were limited to beverages which were in fact intoxicating. I take the position that the Congress of the United States, in attempting to carry out the spirit of the Constitution, recognized that very fact by providing in its legislation that the manufacture of alcohol for industrial purposes did not come within the purview of the constitutional amendment; and they thereby recognized what everybody in the country knew to be a fact, and what the proponents of the amendment to the Constitution conceded during the long debate which preceded for many years the adoption of the Eighteenth Amendment."

Brief for American Toilet Manufacturers

A statement filed by Mr. Crounse, representing the National Druggists' Association and the American Manufacturers of Toilet Articles, follows in part:

"The ultimate consequences of the enactment of proposed legislation are frequently difficult to predict. In this case, however, the alcohol-using industries have a wealth of experience upon which to draw and I believe I voice the practically unanimous opinion that if this bill had been upon the statute books during the past year the alcohol-using industries of the country would have been absolutely wiped out. The right of appeal from drastic rulings and regulations issued by the prohibition commissioner has alone enabled us to continue in business.

"Congress has given to the people a plethora of independent commissions and in too many instances the unsatisfactory results obtained have constituted the severest criticism of this form of bureaucracy. But if anything could be worse than an independent commission it would be an independent commissioner, especially if he were charged, as is proposed in this bill, with the enforcement of a sumptuary law which contemplates that the same individual whose duty it is to pursue law violators throughout the length and breadth of the country shall also be charged with the enormously important and extremely delicate task of supervising the great industries, and the scientific research associated therewith, which depend upon alcohol as an essential raw material.

"We are reluctantly forced to the conclusion, based upon bitter experience, that it will be impossible to find an individual capable of handling the vast detail of prohibition enforcement who would be so constituted temperamentally that, while conducting a vigorous pursuit of those diverting alcohol to illegitimate purposes, he could at the same time wisely and intelligently supervise the operations of manufacturers, dealers, and consumers of alcohol for legitimate industrial purposes.

"Experience has clearly shown that the present prohibition commissioner, while conceding the legal right of legiti-

mate industry to obtain alcohol under reasonable conditions, nevertheless believes it to be his first duty to pursue law violators and to devote the greater part of his time, facilities, and funds to that end. Further, the evidence is clear that whenever a special outcry against the operations of the moonshiner, the bootlegger, or the smuggler is heard, steps are immediately taken to impose additional restrictions and vexatious and almost prohibitory regulations upon legitimate consumers of alcohol.

"Instead of granting more authority to the prohibition commissioner we are of the opinion that that now vested in him should be divided and an official of equal rank with experience as a manufacturer or chemist appointed to supervise legitimate industry and protect it against the encroachments of over-zealous enforcement."

Mr. Crounse reviewed in detail the red tape handicaps and exactions suffered by the legitimate alcohol users and cited the recent boast of Commissioner Haynes that his success in law enforcement was shown by the curtailing of the use of alcohol for industrial and drug purposes. Misleading bulletins attacking legitimate industries, admittedly untrue, were mentioned, as well as the commissioner's neglect to correct his erroneous statements. He continued:

"The experience of the past year has confirmed every close observer of prohibition enforcement, from the standpoint of legitimate industry, in the opinion that there is absolutely no necessity for the enactment of the Ernst-Wood bill, that such legislation would be nothing short of a calamity to manufacturers and merchants using alcohol and that rational enforcement of the existing laws is the one thing needed to dispel the depression under which the alcohol-using industries are now laboring."

Dr. Ittner Files Chemical Society's Brief

A statement filed for the American Chemical Society by Dr. Martin Hill Ittner, chairman of its committee on industrial alcohol, follows:

"I am writing this letter as chairman representing the committee on industrial alcohol of the American Chemical Society, whose membership includes about 15,000 chemists, many of whom are engaged in industries directly or indirectly dependent on a regular supply of industrial alcohol as provided for in the national prohibition act.

"The proposed bill is objectionable for many reasons, and if enacted into law will seriously cripple many of the important industries of the country. It is unprecedented in American history to confer such vast, sweeping, and arbitrary powers upon one man as this bill would confer. The commissioner would be endowed with legislative, judicial, and executive powers, subject to no court review, and subject to no other officer excepting only the President.

"The President would not have authority over him except in the matter of reversing certain acts of the commissioner after an abuse had been committed, and such reversal by the President would not in any way prevent the same abuse from occurring again, and repeatedly necessitating in each case an investigation and reversal by the President as the only means of righting wrongs that might readily occur, due either to acts of commission or omission on the part of the commissioner. You can readily understand that the President is too important a man and occupied with too many duties to act as the only relief for the many abuses that might result from the passage of this bill.

"The existing laws could be more readily enforced and violations would be lessened if, instead of vesting too much power in one man, the Treasury Department might have the benefit of a commissioner of industrial alcohol serving co-ordinate with the commissioner of prohibition. In this way the legitimate users of alcohol would be benefited and the illegitimate applicant could be more readily be differentiated and detected.

"We request your earnest consideration and disapproval of this bill, which now causes much apprehension in the industries and which, if enacted into law, would result in seriously hampering many industries depending upon alcohol."

Flavoring Extract Protest Offered

A protest filed by the Flavoring Extract Manufacturers' Association of the United States through R. H. Bond, chair-

man of the legislative committee, and Thomas J. Hickey, general counsel, follows in part:

"Any man who is appointed commissioner of prohibition is apt to be a believer in prohibition, and more or less of an enthusiast on the subject. Any man who is an executive officer charged with the enforcement of prohibition is more apt than not to view it from only one angle and to be unduly suspicious and restrictive where legitimate business interests touch the prohibition question.

"In this prohibition lurks the chief danger to our industry. We are compelled to have alcohol to manufacture our flavoring extracts. There is no substitute that can be used in place of alcohol for our purposes, and an unduly enthusiastic prohibition executive tinged with a touch of fanaticism would more likely than not do things which would wreck our industry as well as others which must necessarily use alcohol. This is one of the reasons why we are so strongly against this bill.

"Suppose an unduly enthusiastic prohibitionist were appointed to the office of prohibition commissioner. We could not secure a drop of alcohol without a permit from him, and if he thought that prohibition could be made more effective by denying permits to withdraw alcohol for any purpose, except under restrictions which would amount to denying them, what recourse would we have?

"Or, suppose that the commissioner should revoke our permits to obtain alcohol, thereby closing our doors and putting us out of business, what remedy would we have?

"It is true that under the bill, if enacted, we might appeal to the President of the United States; but the President would not, and could not, have the time or opportunity to review the multitude of individual cases which would arise, because no one of these particular cases would be of sufficient importance in itself to demand the attention of the Chief Executive of the nation, and yet any of these cases might involve the unjust destruction of the citizen's business and deprive him and his employees of their right to a livelihood. This thought is not based upon exaggerated speculation, but upon facts established by past experience with the prohibition unit.

"It may be urged that we also have an appeal to the courts, but this remedy is impracticable and inadequate. Such an appeal would have to be made in courts located in Washington, D. C., whereas our members are located throughout the United States. Furthermore, while such appeal was being made, while the matter was waiting to be reached and heard on the court calendar, the appellant's place of business would be closed, his employees out of work, and his customers and trade taken over by competitors. If he should finally win in the courts, it would be a hollow victory because ruin would already have overtaken him.

"This bill would make the commissioner of prohibition an absolute free-lance. He would be required to consult no one; to submit no reports to any one; he would be for all the world like a captain, who is also owner, of a ship on the high seas, whose word is law, and whose destination and enterprises no man can question. Such a captain may have advisors or confidants of his own choosing whose sympathies are with him, but he acknowledges no authority.

"We do not want a prohibition commissioner with such power placed over our business. We do not want to run the risk of such commissioner coming under the influence of interests or organizations opposed to the manufacture or use of alcohol in any form or for any purpose.

"We want to preserve our rights to appeal from adverse decisions of the prohibition unit to some higher departmental official who can hear, and, without prejudice, judge and protect us under the law against unjust regulations and decisions of proceedings of the prohibition unit.

"During the past year we have had striking instances of the necessity of preserving our right to appeal from the prohibition unit.

"Treasury Decision No. 3335 approved May 25, 1922, doubled the penal sum of all permit bonds and provided that one-fourth of the penal sum of the bond should be forfeited as liquidated damages if a permittee violated any of the prohibition laws or regulations, and, notwithstanding the protests of all of the alcohol-using trades against this drastic and confiscatory measure to the prohibition commissioner and his satellites, they persisted in issuing it.

"All of our members are required to put up permit bonds in order to obtain the necessary alcohol. The regulations are so numerous and so complex that it is not possible for a lawyer (to say nothing of a layman) to be familiar with or understand all of them, and nobody has yet been found, either in or out of the department, who can understand and clearly interpret all of these regulations, so that under this Treasury Decision 3335, any violations of its obscure regulations, whether intentional or not, would have resulted in this heavy forfeiture under the bond.

"The doubling of the penal sum of the bond and this drastic forfeiture provision would have greatly increased the premiums required to be paid to the bonding companies, and would have forced them, in many instances, to demand collateral, with the chances that some of the bonding companies would have refused to write the bonds at all.

"This decision would have affected seriously the financial stability and credit of even the largest manufacturers who are compelled to use alcohol and would have put out of business many of the smaller ones.

"In this instance we appealed to the Commissioner of Internal Revenue, who, after a thorough hearing, decided to postpone the date of effectiveness of the decision, and, later on, rescinded it. We would never have secured any relief if we had not had the right to appeal to the Internal Revenue Commissioner.

"Notwithstanding the Internal Revenue Commissioner had rescinded Treasury Decision No. 3335, the prohibition commissioner, later on, issued Treasury Decision No. 3398, which, while it did not double the penal sum of the bonds, retained the obnoxious 25 per cent liquidated damage clause. This was the most objectionable of all of the provisions of Treasury Decision 3335. Notwithstanding the fact that the prohibition unit were fully advised of the objections to this provision, and that the Internal Revenue Commissioner had rescinded the previous Treasury Decision (3335) on that account, they still persisted in incorporating it in Treasury Decision No. 3398.

"The alcohol-using trades appealed to their Congressmen and Senators, urging their influence in securing some relief, and, acting on the campaign on the part of the prohibition commissioner, both the Internal Revenue Commissioner and the Secretary of the Treasury sent letters belittling the opposition to these Treasury decisions and charging those who protested against them with improper motives and gross ignorance of the subject, this in spite of the fact that before these letters were sent the United States District Courts upheld the correctness of the position taken by the protestants.

"The protests of important men throughout the United States against this iniquitous decision became so great that the Commissioner of Internal Revenue was finally induced to personally investigate the matter and revoke the objectionable features in the regulation.

"Another instance that occurred during the past year should be mentioned. On August 4, 1922, the prohibition unit issued prohibition mimeograph 282, which required such complicated, voluminous and impossible records to be kept, not only by permittees, but by the persons who dealt in, in any way, the preparations which are compelled to contain alcohol, that it would have been an absolute impossibility to have kept such records, and even an attempt to do it would have necessitated the doubling of their entire office forces, and even then the records could not have been kept, and they would still, after being burdened with an expense which would have swamped their businesses, have been subject to the penalties of the law.

"It was impossible to make any impression upon the prohibition unit in an attempt to have this drastic, impossible and impracticable prohibition mimeograph rescinded. One of the important officials in the prohibition unit told a representative of one of the trades, when the latter was protesting against this prohibition mimeograph, that the trades would either keep the records required or stop using alcohol."

Other briefs were filed by A. Homer Smith, as secretary of the National Drug Trade Conference and as secretary of the American Drug Manufacturers' Association; C. P. Gladding, president of the National Association of Retail Druggists; H. P. Thompson, counsel of the Proprietary Association.

PUTTING NEW CHEMICAL TARIFF REGULATIONS IN EFFECT

Regulations for the entry and appraisement of articles dutiable under paragraph 27 and 28 of the Tariff Act of 1922, which govern various synthetic, odoriferous and aromatic chemical products, as well as flavors, promulgated by the Treasury Department March 2 appear to have placed an unnecessary handicap on importers. The regulations grant the appraisers authority to give information as to the American selling price of a competitive article if the importer is unable to get this information elsewhere. The importer is not always able, however, to obtain a true selling price for the particular produce he desires to bring in. He is, therefore, compelled to consult some friendly customer for the purpose of ascertaining the selling price. Importers complain that there is considerable variation as between the price American manufacturers are selling their product at and the prices they have submitted to the Appraiser.

The lack of definite knowledge as to what the American selling price either of a competitive or a non-competitive product may be is now the principal bone of contention as between importers and manufacturers. The former say that the Tariff law as at present constituted tends to curtail importations; in fact under its provisions each and every importation is a sure enough gamble. Importers represent that they are unable to secure trustworthy prices from manufacturers and that their quest for accurate information is usually ignored. While no concerted action has been taken, it is understood that sentiment in favor of an investigation of the attitude of American producers to learn why there is so much disparity between actual selling prices and those submitted to the Appraisers is crystalizing.

In most respects the burden of proving whether a product is competitive or non-competitive is placed on the importers. For example a domestic article shall be considered a similar competitive article if in the use or uses which require a major portion of the total consumption in the United States of the imported and the domestic article, the imported article accomplishes results substantially equal to those accomplished by the domestic article when used in substantially the same way. On the other hand, an imported article which is or may be used for the same purpose as a domestic article, not freely offered for sale but used in the manufacture of another domestic article freely offered for sale, shall be considered a similar competitive article.

Lists of articles believed to be competitive and non-competitive have been issued by the Appraisers and will be added to or subtracted from as investigation justifies from time to time. The lists are only advisory and in no way relieve appraising officers from independent appraisement. Appraising officers may furnish importers with information as to the American selling price of similar competitive products if the importer cannot procure such information himself, but such information is advisory only and the appraising officers do not disclose the source of their information. Appraising officers do not advise importers concerning values of non-competitive products. Here is the nucleus of the whole matter. The importer is willing enough to pay the regular duties on any product he is bringing into the country. He may be bringing in a product that is competitive, but unless he has a friendly tip from some source in the trade he is unable even to guess what rate of duty he may have to pay. Small wonder then that importers contend they are being penalized for lack of definite knowledge.

The attention of Special Appraiser of the Port John Donnelly was drawn to the above situation. He pointed out that one prominent American manufacturer had advanced the opinion that there was no good reason why importers should not have information regarding non-competitive articles as well as competitive products. "This manufacturer was also of the opinion," he said, "that only one list was required and not two, a competitive and a non-competitive, as at present."

In the case of an article not named on either list the Appraiser shall ascertain where it belongs. The rules also provide for determining the value of an imported article substantially different in strength from a domestic product

which is deemed to be a similar competitive article, although the question of labeling is omitted.

Additional formulae for the working out of American valuation are provided in the new regulations. In the case of a similar competitive article for instance the value of the imported product shall be the American selling price of the domestic article freely offered for sale and adjusted in the relation that it bears to the domestic article not freely offered for sale. When an article is offered for sale at arbitrary prices the appraising officers must be satisfied that a similar competitive domestic article is offered for sale at an arbitrary and unreasonable price not intended to secure bona fide sales. Such prices shall not be considered as the American selling prices.

Importations of some of the aromatic perfumery products not of coal tar origin may be compared with a domestic coal tar product for the purpose of determining whether they are similar competitive articles, or an imported coal tar product may be compared with a domestic non-coal tar product.

The working out of American valuation is gone into at some length in the new regulations. The following concrete example illustrating the proceedings and computations necessary is cited:

"Assume that certain products classifiable under paragraph 28 were exported from Germany on September 15, 1922, and imported at New York October 1, 1922, and that the such or similar imported merchandise was selling at New York September 15, 1922, in the usual wholesale quantities at \$1.45 per pound. This price includes the various items for which allowance shall be made. Assume a maximum allowance of 8 per cent for profit; dividing \$1.45 by \$1.08 gives \$1.34 and subtracting this from \$1.45 leaves 11 cents as the amount of the profit included in the \$1.45. Assume a maximum allowance of 8 per cent for general expenses dividing \$1.34 by \$1.08 gives \$1.24 and subtracting this from \$1.34 leaves 10 cents as the amount of the general expenses included in the \$1.45. Assume that the cost of transportation, insurance and other necessary expenses from the place of shipment in Germany to New York was 3 cents and deducting this from \$1.24 leaves \$1.21, which includes the dutiable value and the duty. Assume that such merchandise on September 15 was dutiable under section 500 of the act of September 8, 1916, at 30 per cent ad valorem. Dividing \$1.21 by \$1.30 gives \$0.93 as the value upon which duty was assessed and which is the United States value of the merchandise imported on October 1 and subject to the 60 per cent ad valorem rate provided for in the proviso of paragraph 28. When the article is subject to both a specific and ad valorem rate the specific duty will be deducted before making the revision. The amount to be deducted as duty in each case will be governed by the amount of duty actually paid on the article used as a basis for computation. The foregoing applies to purchased goods. In the case of consigned goods the Appraiser ascertains the amount of commission paid or contracted to be paid and allows not to exceed 6 per cent of the gross selling price in lieu of the 8 per cent profit and 8 per cent general expenses. Transportation costs and duty will be ascertained in the same manner as on purchased goods."

The manufacturers' angle of the tariff controversy was ably presented by Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association when he said in part: "The chief defects of the tariff bill are the diminution of protection as the price of the respective products increases, thereby discouraging efforts to develop new lines of products which in the light of the history of the last forty years are necessarily high priced at the outset as well as the utter inadequacy of the protection of many important synthetic organic chemicals, notably among medicinals of other than coal tar origin. Under the permanent customs regulations points at issue between the importer and the manufacturer will arise constantly and these must be promptly and intelligently met, if American manufacturers are to attain that full measure of protection which the law contemplates. Constant watchfulness is necessary in order that the measure of protection now afforded is not weakened."

TARIFF INQUIRY BEGINS AND DYE RULES ARE ISSUED

Importers Win Campaign to Keep Olive Oil Foots on Free List—Revenue Law Changes Mooted for Next Winter—Alien Property Return Act Passed—Imports at High Level—Raw Material Investigation to Be Made.

WASHINGTON, March 20.—President Harding, in a letter from Florida to Thomas O. Marvin, chairman of the Tariff Commission, authorized the commission to go ahead with the first formal investigations under the flexibility provision of the Tariff Act of 1922. The President is understood to have assured Chairman Marvin that he is in thorough accord with the policy of beginning investigations into a limited number of commodities, a policy which was opposed by Vice Chairman William S. Culbertson. This ends the deadlock in the commission, and notices have been sent out announcing investigations of seventeen commodities, seven being in the chemical schedule.

The chemical items listed for inquiry are oxalic acid, diethylbarbituric acid and derivatives, barium dioxide, casein, logwood extract, potassium chlorate and sodium nitrite. Increases are asked in all seven cases, but decreases also are asked on barium dioxide and potassium chlorate.

Tariff Board Makes Appointments

The Tariff Commission has made a number of appointments recently. Dr. John R. Turner, who is now dean of Washington Square College of New York University, has been appointed chief economist and will assume his duties on May 15. Dr. A. F. Faubell will become assistant chief economist at the same time. Dr. Turner has been connected with the university as professor of economics since 1916 and previously was with Cornell University.

The chemical section of the Tariff Commission has been enlarged by the employment of additional experts who will serve under C. R. DeLong, head of the section. Frank Talbot has been employed as an expert on essential oils and perfume materials. Mr. Talbot formerly was with the Antoine Chiris Co. R. H. Cragg, formerly with Procter & Gamble, is a new expert, who will specialize in soaps, waxes and vegetable oils. C. H. Penning has been engaged as an expert on inorganic chemicals.

A new member of the Tariff Commission is H. H. Glassie, of Maryland. He takes the place of Thomas Walker Page. The Commission now consists of Thomas O. Marvin, William Burgess, and W. S. Culbertson, Republicans, David J. Lewis and H. H. Glassie, Democrats, and Edward P. Costigan, Independent.

George Wolf, former special deputy appraiser of New York during the Wilson Administration, has been named by Appraiser of the Port F. J. H. Kracke to be in charge of the examination of all incoming dyestuffs through the customs district of New York.

Dye Customs Regulations Issued

Permanent regulations for administering duties on dyes and other coal tar products under paragraphs 27 and 28 of the new tariff act have been issued by the Treasury Department. Only minor changes from the tentative regulations submitted previously were made in the permanent draft. One change consisted of a provision under which dye importers will be able to obtain information about valuation from customs appraisers.

Under the permanent regulations a domestic article shall be considered a similar competitive article "if in the use or uses which require a major portion of the total consumption in the United States of the imported and domestic article, the imported article accomplishes results substantially equal to those accomplished by the domestic article when used in substantially the same manner."

The appraiser at New York is directed to issue lists of

articles which he believes to be competitive and non-competitive.

The regulations incorporate the definition of United States value which was issued by the Treasury Department last October. (This definition is quoted on page 8.)

The Department of Commerce has issued the second of its monthly reports showing the dyes imported through the port of New York. The total for February was 191,709 pounds, with an invoice value of \$199,640. Of this total 62.5 per cent came from Germany, 26.2 per cent from Italy, 10.4 per cent from Switzerland and the remainder from France, England and Canada.

Importers Win Olive Oil Foots Fight

After a lengthy controversy the Treasury Department finally has issued a ruling that olive oil foots, used by soap manufacturers, shall be free of duty under paragraph 1632 of the tariff act. Several weeks ago the Treasury prepared a ruling which held that a duty of ten per cent should be applied on the theory that olive oil foots is waste not specially provided for under paragraph 1457. Such a ruling would have been contrary to the practice of the collector of customs at New York and would have reversed precedents of many years' standing, besides ignoring the intent of Congress as given orally by members of Congress committees during the drafting of the tariff law.

A protest against the proposed ruling making the commodity dutiable was made by the Bureau of Raw Materials for the Vegetable Oils and Fats Industries and a hearing on the subject was held at the Treasury Department late in February. Those attending the hearing included John B. Gordon, Washington representative of the Bureau of Raw Materials for the Vegetable Oils and Fats Industries; A. M. Burkhart of the Palmolive Company, Milwaukee, also representing the Bureau; M. B. Sneyly of the Vegetable Oils, Fats and Waxes Committee of New York Produce Exchange; Charles M. Curry, representing the Oils Trades Association of New York; T. T. Cooper, president of the Oils Trades Association of Philadelphia; Joseph W. Leberman, of the Pennsylvania Soap Manufacturers' Association; William M. Meester, of the Silk Dyes' Association of Paterson, N. J.; J. J. Lloyd, of the Importers and Exporters National Council, and Walter Dougherty, representing Boston trades concerned.

According to a brief presented at the hearing by Mr. Gordon on behalf of the soap manufacturers and others importing olive oil foots the commodity has been on the free list since 1890 and that it properly belongs on the free list under the Tariff Act of 1922.

Official Ruling Puts Foots on Free List

The final ruling issued by the Treasury Department on March 10 holding olive oil foots to be on the free list under paragraph 1632 is in the form of a letter to the collector of customs at New York from McKenzie Moss, Assistant Secretary of the Treasury. The text of the ruling follows:

"The Department refers to your communication of the 3rd ultimo, in which you state that it is the practice at your port to pass olive oil foots free of duty under paragraph 1632 of the tariff act as unfit for use as food or for any but mechanical or manufacturing purposes.

"In view of the information supplied relating to sulphur olive oil, sulphured olive oil and olive oil foots, the Department is of the opinion that the three names as used in the United States relate to one and the same article, it being an olive oil obtained by the use of a solvent known as carbon bisulphid or carbon disulphid.

"The provision in paragraph 1632 for the free entry of "Olive oil rendered unfit for use as food for any but mechanical or manufacturing purposes, by such means as shall be satisfactory to the Secretary of the Treasury and under regulations to be prescribed by him,"

is a reenactment of a previous provision which appeared in

paragraph 639 of the tariff act of August 5, 1909, and paragraph 561 of the tariff act of October 3, 1913. The Department in T. D. 29957 promulgated regulations in regard to the denaturing of olive oil under paragraph 639 of the tariff act of 1909, and in these regulations provided that

"Sulphured olive oil obtained by the extraction of olive oil from press cake by means of carbon bisulphid need not be further denatured."

"In a later decision, T. D. 34215, collectors were authorized to sample only ten per cent of importations of oil invoiced as sulphured olive oil or olive oil foots or olive oil which had been rendered inedible abroad.

"Under the provisions of the tariff acts of 1909 and 1913, above cited, merchandise known as sulphured olive oil or sulphur olive oil or olive oil foots, was admitted free of duty and it must be presumed that the Congress had knowledge of the Department's regulations authorizing the free entry of the merchandise under consideration, and the Department is of the opinion, therefore, that its reenactment of the provision in paragraph 1632 must be regarded as legislative sanction of the Department's regulations and the practice of admitting this merchandise free of duty.

"In view of the foregoing, the Department approves your practice of admitting free of duty sulphured or sulphur olive oil or olive oil foots free of duty under paragraph 1632 of the tariff act."

Imports at High Level Under New Law

Imports have continued at a high level since the new tariff law became effective. The figures for December show that imports during that month were valued at \$297,000,000 as compared with \$291,905,785 for November, \$276,098,811 for October, and \$298,493,403 for September. The new law became effective on September 22. The lowest total for 1922 was \$215,743,282 for February. The total for December, the latest available, except that for September when imports were greatly stimulated just in advance of the enactment of the new tariff law, was greater than in any month since November, 1920. The total in December, 1913, before the war, amounted to \$184,025,571, showing that the present level of imports is much above that of the prewar period.

Revenue Law Changes Contemplated

Administrative amendments to the revenue law are in prospect at next winter's session of Congress. At the suggestion of Representative Green of Iowa, who will be the new chairman of the House Ways and Means Committee, Treasury officials have created a committee with the department to prepare recommendations for amendments which will simplify the administration of the law and clear up doubtful legal points. This committee is to work during the summer with a view to having its recommendations completed before Congress convenes in December.

While there will be a good deal of agitation for radical changes it is unlikely that anything of a highly controversial nature will be approved. Business men throughout the country undoubtedly will be kept on the anxious seat while the various proposals are being made by radical members of Congress. The House Committee on Ways and Means and the Senate Finance Committee, however, will continue to be controlled by the conservative element and the radical proposals will not get far. The radicals, however, will be strong enough in all probability to defeat any controversial measures as may be proposed by the conservative group, such as a reduction in surtax rates or the establishment of a sales tax.

The belief is that there will be few important changes in the revenue law outside of administrative amendments until after the next Presidential election. The session following the next Presidential election probably either will contain a large enough majority of conservative Republicans to go ahead with such a program as the Administration may develop, or else if the pendulum swings against the Republican party a revision on the Democratic lines will be in order.

Alien Property Return Law Is Passed

The Administration bill for the partial return of alien property was enacted into law. It provides for the return

of property valued at less than \$10,000 and for the return of an amount not exceeding \$10,000 of large trusts. The law permits the return of all patents held excepting those which have been licensed, sold or otherwise disposed of or which are involved in litigation in which the government is a party. It is estimated that about 7,000 patents will be returned. None of the patents sold by the Alien Property Custodian to the Chemical Foundation and which are involved in litigation will be returned at this time.

As finally agreed upon by the two Houses and as signed by the President the law will divorce the Alien Property Custodian from custody of approximately 93 per cent of the individuals whose property has been seized. The law also provides that all income accruing to the various trusts on and after the passage of the act and up to \$10,000 per annum shall be paid to the original owners of the property.

The balance of the alien property is being held as a guaranty of the claims of American citizens against the German government which are to be adjudicated by the Mixed Claims Commission. It is declared that the return of the smaller trusts will contribute greatly to relief of the economic situation in Germany.

To Investigate Raw Material Situation

The Department of Commerce is planning a comprehensive investigation of conditions surrounding the production of raw materials which the United States is compelled to import. This investigation is made possible under an appropriation of \$500,000 granted by Congress at the recent session. While the appropriation was granted chiefly with a view of permitting an investigation of the rubber plantation situation it will take on a broader aspect and will include many materials, such as dyes, potash, and cork. Part of the funds will be used to promote export trade of the United States. A committee has been organized by Secretary of Commerce Hoover to study agricultural export problems.

The Webb-Pomerene export act permits combinations of exporters, but does not extend to the import field. Secretary Hoover has been impressed with the desirability of extending the law to apply to importers. He contends that such combinations if under proper legislative control can accomplish a great saving in costs, both because of the bulk of the commodities they buy and also their ability to resist excessive restrictions imposed by other nations.

Registered Mail Insurance Limit Raised

The insurance limitation payable for lost registered mail will be increased from \$50 to \$100 beginning April 1, it is announced by Postmaster General New. The fee for the \$100 indemnity will be 20c., but indemnity of \$50 will still be obtainable at the old rate of 10c.

No Abbreviations in Marking Imports

Marking of imported goods with an abbreviation of the name of the country of origin is not permissible under Section 304 of the Tariff Act of 1922, according to a ruling made by E. W. Camp, director of the division of customs.

A test shipment from Czecho-Slovakia was recently entered in New York, and the articles, consisting of cups and saucers, were marked "Ceslov," baked in the bottom of each article. The New York customs authorities held that such marking was insufficient and referred the case to Washington. In the ruling just rendered the views of the New York officials are sustained.

Sees German Control of Toothbrush Trade

Germany threatens to gain a monopoly on the importation of tooth brushes as the result of the wording of the celluloid section of the Tariff Act of 1922, David Walker, representing the National Council of American Importers and Traders, told the Tariff Commission recently that Germany, with cheap celluloid, can bring in tooth brushes by paying a duty of 45 per cent, as the bristles constitute the chief value. Japan, with high celluloid costs, must pay 60 per cent because it is stipulated in the tariff bill that when the chief value of any import is celluloid, regardless of whether it is especially provided for in other paragraphs of the tariff bill, it must take the celluloid rate of 60 per cent. It is claimed that the operation of this section gives Germany an advantage over all other nations.

A SELLING POLICY WHICH AIDS THE DEALER:

**By Correctly Gauging Requirements of His Territory, Instead
of Loading Him Up with Goods Regardless of Their Saleability**

FOURTH OF A SERIES OF ARTICLES WRITTEN ESPECIALLY FOR THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, BY
LEROY FAIRMAN, MERCHANDISING ADVERTISING EXPERT, NEW YORK

A few years ago a European product was introduced in this country by an American corporation formed for that special purpose. The product had achieved a wide sale and an important financial success abroad, and there was every reason to believe that this success could be duplicated in America.

As soon as plans were concluded and a supply of the goods available, salesmen were sent out to call on the retail dealers throughout a wide section of the Eastern States. The salesmen were hustlers, their methods were strenuous, and they had a good story to tell. The goods were meritorious, they were highly recommended by the medical profession, their record abroad was most impressive, and an extensive advertising campaign was prepared.

The salesmen did their work with a thoroughness which delighted their employers, the goods were well distributed, and the advertising began.

But the goods didn't move. That, it must be admitted, was the fault of the advertising. The product was entirely new to the American people, and they didn't buy it because they didn't understand about it. What was needed was a strong educational campaign; the advertising which was done was along the lines of bare publicity—the sort of "reminder" advertising which is excellent for an established product, but which will not sell an unknown one.

At any rate, the goods didn't move, the backers of the proposition grew discouraged, and the whole enterprise languished to the point of actual dissolution.

Last spring it came to life again. Some new and redder blood came into the company, revived it, found out what the real difficulty was, and set about to remedy it.

Pep and Enthusiasm Meet with Rebuff

A new force of salesmen went out on the road, full of pep and enthusiasm. They soon lost both. With one accord the dealers they called on greeted them with a heated little speech, which ran after this fashion:

"Nothing doing, young feller; nothing doing. I can take you down in the basement and show you a gross of that stuff I've had on my hands since 1915. Haven't had a call for it in two years. Be on your way, and don't come back!"

The upshot of this situation was that the newly organized company had to take back many thousands of dollars worth of old goods, impaired by deterioration and useless because the label had been changed. They had to return the dealers' money; few would take new goods in place of the old. And even then a majority of the dealers refused to stock the goods, even in small quantities, "until they felt a demand." And when they felt the demand, they substituted if they could. They were sore, all the way through.

The new company, operating intelligently, advertising lavishly and judiciously, found itself facing an almost desperate situation—simply because, a few years ago, a bunch of too strenuous salesmen had oversold hundreds of too sanguine dealers.

If these salesmen had been rightly guided, and had put

in a few jars of the product with each dealer instead of bulldozing and wheedling orders for gross lots out of them, all this trouble would have been avoided.

And what would they have gained by these big sales, even if all had gone well? Nothing. With the best of luck they would still have been "in wrong" with the trade. They systematically oversold every dealer who could be induced to overbuy. They went back, chuckling and rubbing their hands, to a gleeful sales manager, who patted them on the back for "putting it over big."

They hadn't put anything over. They had made a colossal mistake. They had overlooked a mighty fact, which is this: Goods are not sold until they are in the hands of a satisfied consumer. The dealer's shelves are only the half-way house to an actual sale. It is the manufacturer's job to sell his goods to the consumer; not to "stock up" the retailer. Loading up the dealer with goods he can't turn over quickly is not salesmanship—it's plain damnfoolishness.

Salesmanship a Little Too "Successful"

Another case of over-selling which recently came to my attention is as instructive as the one just described. Last summer a new toilet article of unusual promise was placed on the market. It was not only an article of undoubted merit, but it had the added advantage of one of the most attractive and artistic packages I have ever seen. Its manufacturers realized that their product was up against strong competition, and therefore gave every possible care to the quality and appearance of the goods, and planned an unusually strong advertising campaign to back it up.

On the strength of the merit of the goods, the beauty of the package and the strong advertising contemplated, the salesmen who went out on the road succeeded in placing the goods with little difficulty; they found so little resistance that they oversold many druggists. Even if all had gone well, the retailer, as a rule, was overstocked.

But all did not go well. At a critical moment, the man who was financing the proposition changed his mind. He found something else that promised bigger and quicker returns for the promised capital, and refused to see the enterprise through, finding some loophole of a technicality to crawl out of—which always seems an easy thing for a capitalist to do.

As a result, it was necessary to hold up the advertising campaign. When the advertising stopped, the sales stopped with it. The druggists found themselves with a lot of goods which did not move, and which they saw no chance of getting off their hands. Now they are hot under the collar. In a short time, new capital will enable the manufacturers to go ahead on the original plans, but the druggists will still be sore. A whole lot of resistance will have to be overcome, all because the salesmen who introduced the product were so "successful."

The jobber is a canny individual; it is not an easy matter to oversell him, which is probably the reason why so many salesmen try to do it, and think they are phenomenally clever when they succeed. And it is often considered a perfectly safe thing to do, as the jobber, finding himself

overstocked, will instruct his salesmen to get an extra special hump on themselves and clean the stuff out. Here again is the mighty fact overlooked that goods are never sold until they reach the consumer.

The chief end of mankind is the pursuit of happiness, and any manufacturer who, through his acts and dealings, impairs or interferes with the happiness of those with whom he does business, simply throws a monkey wrench into his own machinery. It doesn't make a jobber happy to be oversold; his efforts to dispose of an overstock are undertaken with bad grace. He chalks a very black mark against the offender; he never forgets it; his cooperation henceforth will be withheld whenever possible. And the dealers to whom he passes the buck will soon be engaged in nursing a healthy grouch of their own. All of which will come back like a boomerang upon the too anxious manufacturer and his too clever salesmen.

The salesman who knows his way about in this tough old world of business is a rare bird. He is not spectacular, but he is safe and sane. If he represents a house manufacturing hot water bottles, and Steubenville is in his district, he knows the annual consumption of hot water bottles in the territory which Steubenville serves. He knows his competition, its strong points and its weak points. He knows what percentage of the hot water bottle business of Steubenville his house, with its advertising and other selling measures, ought to be able to get. He knows how much of that business will logically be done by each retailer in Steubenville. He sells each retailer what he figures he ought to have, neither more nor less. He thinks of the retailer's turn-over, the retailer's profits, the retailer's happiness, as seriously and conscientiously as he does of the welfare of the house he represents. He knows that in the long run he will be successful, and his employers will be successful, exactly in proportion to the success and prosperity of his customers, the dealers he sells and serves. He may not win the gold watch offered for the salesman who disposes of the most hot water bottles during the month of November, but he sells more in the long run, and he will be running strong after the other fellows have run themselves down and out.

Best Business Is Steady, Healthy and Growing One

Show me a healthy, growing, really profitable business, and I will show you one in which the goods manufactured flow in an even, steady stream, from factory to jobber to dealer to consumer, throughout the year, or the normal selling season. Overselling the dealer at one time means a heavy drop in orders at another time. It means rush work, slack attention to details, and belated shipments at one time, and men laid off at another time. It means disruption, confusion and financial worries. It's a bad business for everybody concerned.

It has been my good fortune to know many excellent salesmen, but the one who stands out in my memory head and shoulders above all others traveled for many years for a glove house. He was a little, mild-mannered, rather diffident man, not at all like the salesmen you read about in the *American Magazine*. He did not radiate pep; he kept his enthusiasm securely bottled up, and as a hand-shaker, backslapper and story-teller he was a dismal failure.

But when he came into the store of one of his customers the proprietor dropped whatever he might be doing, and called out, "Why, hello, Frank, you old rascal, where you been? We've been looking for you for a week." And

Frank, after preliminary greetings, went behind the glove counter, peered into boxes, asked the clerk a few questions, made memoranda, and then made out his order. And the customer signed on the dotted line without scarcely looking at it. Sometimes a customer, having in mind the fact that as many as two women had on the same day asked for a certain style of white glove, would suggest that he ought to order three dozen of them instead of only one dozen, but Frank would quietly but firmly assure him that one dozen was quite enough for the present, and go on his way.

Year after year, this man was the banner salesman for his house. Nobody could take his trade away from him. Nobody else could even get a look-in. He took care of his customers just exactly as if his own money was invested in their business. And they knew it.

Turning Friends Into Potential Enemies

Which is the better judgment, Mr. Manufacturer, to send a peppy bunch of so-called red-blooded he-men and ram-bunctious go-getters tearing around the country, overselling every dealer they can, wheedling and bulldozing merchants into errors of judgment; or, to send out real salesmen who knew their job, who make lifelong friends instead of enemies, and sell the dealer what he ought to have and not a dollar's worth more?

Did you ever see one of these rip-roaring go-getters who really knew what he was about? I never did. Mis-guided sales managers hire these fellows, fill them up with the "psychology of salesmanship," tutor them in the most approved methods of approach and sales talk and closing dope, give them a parting dose of ginger and send them out on the road to harass and bedevil the firm's best friends.

Half the time they know little about the goods they are selling. The other day a friend of mine made a talk at the salesmen's convention of one of the leading manufacturers of the country. Over sixty salesmen were present. Holding in his hand a package of one of the firm's leading products, my friend said:

"Here is one of the principal things you have to sell. Your firm spends a fortune in advertising it every year. I have recently analyzed it, together with all the other leading articles of the kind on the market. It differs from all others in a vital respect. That difference places it head and shoulders over all the others. It is the best talking point such a product could possibly have. Every man present who knows what it is will please raise his hand."

Not a hand came up.

Such conditions as these, such errors of omission and commission as I have described in this article, are the curse of present day salesmanship.

Finds Advertising Section of Wonderful Value

(From Wm. A. Ward, Chemist and Perfumer, Pond's Extract Company, Clifton, Conn.)

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW has been a very valuable asset to me for a number of years, and I look forward with anticipation for each issue. In my opinion the advertising section is of wonderful value and of increasing importance to your journal, as it enables all those interested in the Perfume and Toilet Goods business to keep in touch with all that is new from the standpoints of machinery, packages, raw materials and finished goods. With due regard to the various interesting articles you constantly publish, I always read all of the advertisements first.

PROGRAM FOR TOILET GOODS CONVENTION AND SHOW

Great Week in April for Perfumery, Cosmetics and Soaps at the Biltmore Hotel and the 71st Regiment Armory

When manufacturers of perfumes, toilet preparations and soaps give up their daily business routine—as they will for the twenty-ninth annual meeting of the American Manufacturers of Toilet Articles and the first International Perfumery, Soap and Toilet Articles Exposition to be held in New York City from April 9 to 14, inclusive—they will do so quite as much for the universal advancement of the allied industries as for pecuniary gain—if indeed any results therefrom, at least immediately.

From the program and advance notices it is indicated that the coming meeting and exposition will be the biggest and best in recent years. No set papers have been announced for the convention. Instead, problems of vital consequence to American manufacturers, will be discussed. And never before in the toilet preparations industries, perhaps, has there been such an urgent need for constructive thought and a free exchange of ideas for promoting the sale and prestige of American-made products. Accordingly, it is highly important that everyone connected with the associated industries should attend the convention.

Immediately after luncheon in the Hotel Biltmore at 12:30 P. M. Tuesday, April 10, the president, Gilbert Colgate is scheduled to call the convention to order. There will then follow the roll call, reading of communications, the president's address, reports of officers and committees and a discussion of transportation problems. The afternoon will be free, either for the visitors to inspect the exhibits at the International Perfumery, Soap and Toilet Articles Exposition in the Seventy-first armory at Park avenue and Thirty-fourth street, or to go sight-seeing. In the evening a theatre party is to be held at the Liberty Theatre where the musical comedy, "Little Nellie Kelly," will be enjoyed. Members should remember to exchange their coupons for regular theatre tickets at the Secretary's desk at the convention before 3 P. M. After the theatre, a light supper will be served in the Rose Room of the Hotel Biltmore and dancing will follow.

A special session will be held Wednesday morning, April 11, at 11 A. M., when the report of the association's Washington representative, W. L. Crounce, will be received. Luncheon will be served at 12:30 o'clock and the afternoon session will open with an address by Congressman M. Clyde Kelly, of Pennsylvania, on "The Kelly-Stephens Price Maintenance Bill." A discussion will follow. Tellers, the committee on nominations and the treasurer's auditing committees will then be appointed and nominations for officers and the executive board will be made. The session will be concluded with the report of the association's counsel, Abel I. Smith. The remainder of the afternoon will be devoted to the consideration of unfinished business.

A symposium on Alcohol will take place Thursday morning, April 12, at 11 A. M. Dr. J. M. Doran, chief of the Industrial Alcohol and Chemical Division of the United States Internal Revenue Bureau, will lead the discussion, and Dr. M. C. Whitaker, of the United States Industrial Chemical Co., and Martin H. Ittner, of Colgate & Co., will take part in the discussion. Luncheon will be served at 12:30 o'clock.

In the afternoon reports of the nominating and treasurer's auditing committees will be received and the Committee on Resolutions will give its report. Following this officers and members of the executive board will be elected and installed. The evening will be given over to the annual banquet which will be held in the Cascade Room and will be preceded by a reception. No special speakers have been announced, so that dancing may follow soon after the feast has been enjoyed.

Exposition Already an Assured Success

The first International Perfumery, Soap and Toilet Articles Exposition, which is to be held at the Seventy-first Regiment Armory, Park avenue and Thirty-fourth street, during the week of the convention, is already an assured success according to the National Exposition Co., which arranged the affair.

Finished perfumes, soaps, toilet articles as well as allied products will be shown in great profusion. The exhibits will include the products of both foreign and American manufacturers. The auxiliary industries will exhibit fancy boxes, metal containers, glassware, machinery and the raw materials utilized in making finished products.

The armory is only a short walk from convention headquarters, and it is well suited for exhibition purposes. Individual exhibitors will decorate their booths and as the industry lends itself to artistic treatment some very interesting exhibits may be expected. In fact, it is predicted that the effect of the discoveries in Tut-an-akh-Amen's tomb will be reflected both in container styles and metal packages.

The exhibit will be open daily, and special efforts are being made to insure the attendance only of worth-while visitors, buyers and members of the trade. The complete list of exhibitors, as we go to press, follows:

- | | |
|---|--|
| Harriet Hubbard Ayer, Inc.,
323 East 34th street,
New York City. | Trece Laboratories, Inc.,
134th street and Willis ave.,
New York City. |
| A. P. Babcock Co.,
501 Fifth avenue,
New York City. | Northam Warren Corp.,
114 West 17th street,
New York City. |
| Boucher Cork & Machine Co.,
216 West 18th street,
New York City. | Perfumer Publishing Co.,
14 Cliff street,
New York City. |
| S. S. White Dental Mfg. Co.,
211 South 12th street,
Philadelphia, Pa. | Minyunet Corporation,
67 Fifth avenue,
New York City. |
| Cheramy, Inc.,
102 West 72d street,
New York City. | Ungerer & Co.,
124 West 19th street,
New York City. |
| Daggett & Ramsdell,
214 West 14th street,
New York City. | Belgian Trading Co., Inc.,
44 Whitehall street,
New York City. |
| Florasynth Laboratories,
Unionport, N. Y. | Ross Co.,
72 Grand street,
New York City. |
| Richard Hudnut,
113 West 48th street,
New York City. | Cassebeer, Inc.,
140 Madison avenue,
Flushing, N. Y. |
| Leigh, Chemists, Inc.,
501 Fifth avenue,
New York City. | Toilet Goods Publishing Co.,
Woolworth Building,
New York City. |
| Mulhens & Kropff,
25 West 45th street,
New York City. | Scovill Manufacturing Co.,
Waterbury, Conn. |
| Pope Publishing Co.,
225 Fifth avenue,
New York City. | N. Y. French Exports Co.,
6 West 47th street,
New York City. |
| Peerless Tube Co.,
Bloomfield, N. J. | Scientific Utilities Co.,
18 East 16th street,
New York City. |
| Frederick Stearns & Co.,
Detroit, Mich. | Odorono Co.,
Cincinnati, Ohio. |
| George Schmitt & Co.,
253 Maujer street,
Brooklyn, N. Y. | A. L. Van Ameringen,
15 Irving place,
New York City. |
| Colgate & Co.,
105 Hudson street,
Jersey City, N. J. | Heine & Co.,
52 Cliff street,
New York City. |
| Antoine Chiris Co.,
147 Waverly place,
New York City. | Guedy, Inc.,
21 East 40th street,
New York City. |
| Imperial Metal Mfg. Co.,
81 Sunswick street,
Long Island City, N. Y. | Van Dyk & Co.,
4 Platt street,
New York City. |
| Atlantic Mfg. Co.,
46 Nassau street,
Newark, N. J. | Importers' Exchange,
220 Fifth avenue,
New York City. |
| Specialties Mfg. Co.,
313 Fulton street,
Brooklyn, N. Y. | Read Machinery Co.,
York, Pa. |

300 COLGATE MEN FROM ALL STATES IN CONVENTION

Heads of Firm, Executives and Representatives Have Busy Week in Real Business Family Reunion in Home Plant

Salesmen in the Toilet Soap and Perfumery Department of Colgate & Co. from every state in the union gathered together as the guests of the company at the home office, Jersey City, from February 13 to 16, to get acquainted with each other and with executives, to learn how the products of the company are made and why and how each department in the company functions.

It was a convention in every sense of the word, the first held by the department in about thirty years. Men, advanced in years, who have grown up with the company, and younger men—every man who has been with the company only five or ten years is considered a young man—got acquainted with each other for the first time, discussed mutual problems, compared experiences, talked with the executives and found out that there was a golden strand of common interest binding them all together.

When the roll was called, 206 salesmen answered "present" but as many brought their wives with them, the total registration, including executives, was 314. They arrived in New York, Sunday, February 11, and as the following day was a holiday most of them spent the time in sightseeing. On Tuesday they assembled in the convention hall at the plant, where a badge and a program containing the name of each man present, was given to every one. Then the convention was opened by the singing of "America" to music furnished by the Colgate Band, under the leadership of H. W. Murphy.

After this appropriate opening, James M. Roscoe, salesmanager for the Toilet Soap and Perfumery Department, who presided at all of the sessions, introduced Sidney M. Colgate, vice-president of the company.

Mr. Colgate welcomed the men and then briefly reviewed the growth of the department since 1885 when eight men constituted the sales force. He emphasized the fact that the purpose of the convention was to show the men how they are helped and backed up by the company and to drive home to them that the company believes in and practices the fundamentals of truth, honesty and the square deal. W. B. Palmore responded, after which Mr. Roscoe introduced Gilbert Colgate, president; Col. Austen Colgate, vice-president; Russell Colgate, treasurer; Henry A. Colgate, secretary; George S. Fowler, advertising manager; Morris L. Beard; Louis McDavitt, Laundry Soap Department sales manager; Harold Thresher, and Mason Trowbridge, general counsel.

Following a presentation of cotton to Sidney M. Colgate by the southern delegation, George F. Adamson, explained in detail the welfare work that is carried on at the plant. Mr. Adamson concluded his talk by calling for the singing of "The Star Spangled Banner," after which each man filed out of the room, greeting, as he passed out, the five members of the Colgate family who constitute the officers, the directors and the only stockholders of the company.

Technical matters that salesmen like to know were taken up in earnest at the Tuesday afternoon session. A stimulating address by the Rev. Roy E. Manne on "The Man With A Smile" was followed by a discussion of factory problems by D. W. Taylor, general superintendent. Some idea of the volume of business done was given in Mr. Taylor's statement that 20 cars and also one or more lighters each day are required to bring raw materials to the plant.

The next speaker was Gilbert Colgate, president, who gave some interesting information on the growth of the perfumery business since it was started in the early '70s and its manufacture since then. He also paid a tribute to the work of Arthur Clark, perfumery chemist. In the way of practical suggestions he showed the necessity for looking out for the way dealers store perfumes, a task that he felt salesmen should assume.

He said that in perfumery the company never begins with a "style" but that it first gets a good perfume and then builds up a "style" around it with an attractive bottle, package and box. He declared that perfumery was a subject requiring more education than anything else sold by the company and advocated a careful study of the subject in the trade papers. He then asked Mr. Butz, who has charge of styles in the company's perfumery department, to rise so that all might know him.

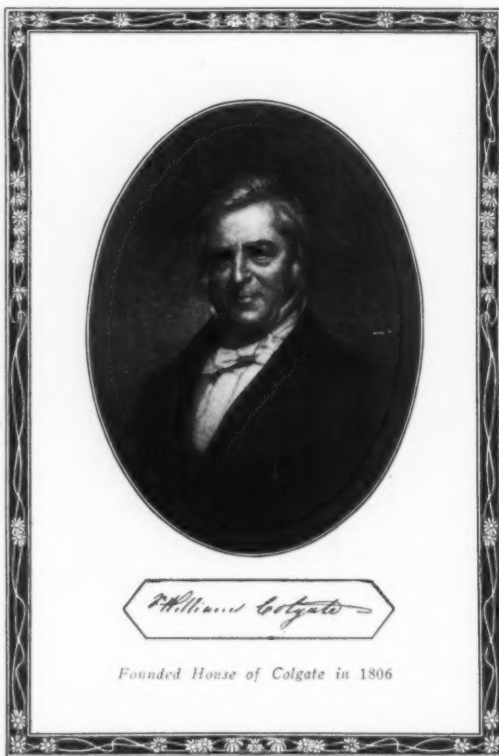
Dr. Ittner Tells Facts About American Perfumes

Dr. M. H. Ittner, chief chemist, then gave a most instructive address on the manufacture of face and talc powders. He cited the rage for the unsatisfactory rice powders of some years ago as an instance of the uphill fight manufacturers had to make to oppose "Francomania." "Colgate & Co.," he said, "are as large consumers of raw materials for perfumes as anyone in the world, if not the largest; and the company often carries stock on hand valued

at over \$1,000,000. Never let anyone lead you to believe," he added with emphasis, "that a French perfumer, because he is in France can or does buy any better materials than we do. The largest and best producers of raw materials, in France or not, show us everything they have to offer any one—and we buy the best. Anyone who believes French perfumes as a class stand above all American perfumes is vastly mistaken."

"Soap," said Henry A. Colgate, the next speaker, "was the first thing made by the company and it may be the last thing." After giving a detailed exposition of the process of soap making, he pointed out that the antiseptic properties of toilet soap are just beginning to be appreciated by the medical profession. "Bacteria," he said, "cannot live in the lather of toilet soap."

Russell Colgate, who followed, explained in his talk on "Vaseline" that Colgate & Co. are selling agents for the Chesebrough Manufacturing Co., a subsidiary of the Standard Oil Co., and that not only have they sold "Vaseline" for fifty years but that the contract to continue doing so has just been extended for a long term of years. "We are



selling agents only for this company and for nothing else," said Mr. Colgate, "although every month we get requests to become selling agents for others."

O. N. Cammann, president of the Chesebrough Manufacturing Co., declared that there is a decided swing toward petroleum jellies for ointment bases in place of animal or vegetable fats.

"When a salesman is at his best," formed the theme of the address by Louis McDavitt, sales manager of the Laundry Soap Sales Department. He defined five requisites: Knowledge of the goods; faith in the home office; clean living; enthusiasm and faithfulness. "A salesman is at his best," he said, by way of summary, "the day he can create the greatest amount of friendship for his firm and his line and thereby lay the foundation for a great future business."

Constantly Seeking New Materials

Walter T. Hathaway, general purchasing agent, who was incidentally a Colgate veteran on November 1, 1887,



JAMES M. ROSCOE

when Mr. Roscoe joined the company, explained the sources of raw material and how they are obtained by the company. "Five buyers place 25,000 orders per year in the markets of the world," he said, "and we are continually on the lookout for new materials and new sources of supply."

Russell Colgate then spoke on Glycerine and urged the sale of this by-product in cans. C. D. Coleman, credit manager, explained in detail how orders are handled, and S. McKnight, collection manager, told of the difficulties encountered in trying to be absolutely square with customers.

"The firm," he said, "goes the limit with a customer really in hard luck."

"Credit" was the theme of a terse but pointed address by James M. Roscoe, after which D. M. Pomfret, traffic manager, explained traffic and freight problems. "The department," he said, "covers the whole world with export shipment. There is no steamer sailing out of this port to any port in the world that doesn't carry some of Colgate's products."

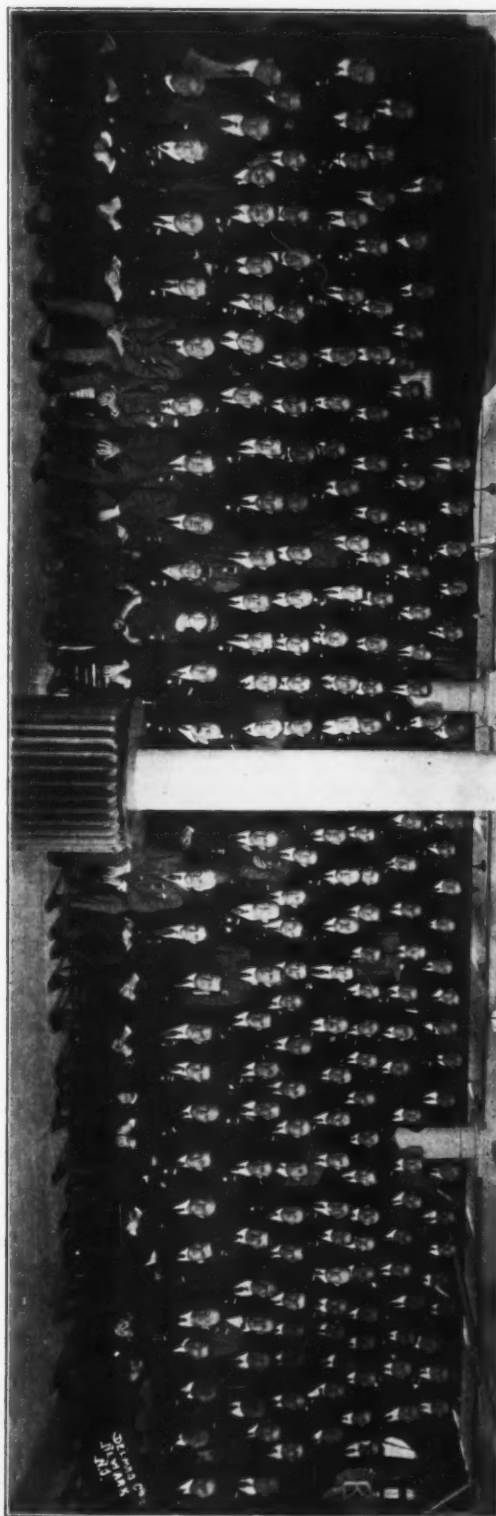
The necessity for a constant change in styles and for presenting goods more attractively, was emphasized by S. W. Reyburn, president of Lord & Taylor, who spoke on "Turnover."

More than Million for Advertising

The first speaker at the Wednesday afternoon session was Sidney M. Colgate, who told about the "History of Colgate Advertising and What It Aims to Accomplish." It was in 1897 that he got his first appropriation of \$25,000 for advertising. Each year, except during the war, it has grown and is now over \$1,000,000.

George S. Fowler, advertising manager, spoke on the subject, "Why Do We Advertise in the Way We Do to the Extent We Do?" J. E. D. Benedict, of Frank Seaman, Inc., advertising agents for the company, showed the value of magazine advertising, and L. B. Spinney of the Curtis Publishing Co. told how to use the "National Shop Window." Harold Thresher discussed foreign language newspaper advertising and L. E. Martiny, Louisiana manager, showed how to use newspaper advertising. L. Van Court, of the advertising department, then explained the educational work of the company. A practical demonstration was afforded by Dr. Ball, Dr. Bentley and Dr. Bennett of the Dental Detail staff, when Dr. Bennett lectured before a class of school girls, in the presence of the salesmen, on the correct way to wash teeth. Mr. Fowler then explained in detail the purposes of a proposed special advertising campaign. In speaking of "Advertising Vaseline," T. J. Dobbins, who followed Mr. Fowler, said that the Chesebrough Manufac-

Representatives of Colgate & Company from All Over the United States Assembled in Convention at the Firm's Plant in Jersey City, February, 1923.



turing Co. was going to use more inserts and that it found dealer helps most useful.

The theater party at the Hippodrome Wednesday evening had a unique surprise. A baby elephant with a sign, "Where is that Colgate gang?" walked across the stage. It was a signal for all of the "gang," numbering with their wives, 314, to rise and proclaim to the astonished audience, "Here we are."

J. E. MacAdam opened the meeting Thursday morning with a paper on the care and upkeep of automobiles. He was followed by W. S. Jenkins, field manager, who gave a highly practical talk on "Prospecting for Prospects," and by G. H. Spalding, who told how, from his experiences as a merchant and as a Colgate salesman, to sell package extracts. W. B. Palmore followed with a stimulating paper on "How to Get the Best Results from Window Displays in Connection with a Sampling Campaign."

H. E. T. Meredith, former Secretary of Agriculture, an invited guest, spoke on the importance of the farmer. In closing, he gave three requisites for building up a business: integrity, presentation and imagination.

Memorized the Catalogue

In the afternoon, Harry M. Evans, in an interesting paper, answered the question of what had helped him most in selling quantity orders. Summed up these were: The realization that he represented Colgate & Company, and the fact that he had memorized the catalogue. He showed how both had been of service to him.

John F. Carney, field manager, in summarizing, thus answered "How to Sell the House of Colgate": "The man who goes out and does the best he can and lives up to the dignity of the house and does an honest day's work every day, is selling the house of Colgate."

Wm. Faupel, who spoke on "Hotel Soaps," pointed out that the company has never sold goods upon price, but that it has sold them wholly and solely on quality.

Mr. Roscoe, having observed that the organization was full of fighting men, called for veterans of the Civil War. One man, Mr. Stewart, rose. Then he called for veterans of the Spanish War. Three rose. When he called for veterans of the World War, two-thirds of the men rose. Colonel Fitzgerald, it appeared, was a veteran of both the Spanish and World Wars. After this interesting episode, Mr. Roscoe pointed out that the company had an extremely low turnover in its sales staff.

In the afternoon addresses of interest solely to Colgate men, were made by Mason Trowbridge and Morris L. Beard. After these, winners in a window display contest held during the convention by the window display men, were announced. They were: Wm. Wirfel, New York; B. F. Fleshman, Cincinnati; and E. B. Hansen, Boston.

The concluding address was by Henry Colgate on "What is coming next?" "Industry is picking up," he said. "Never before in the history of the United States has there been so much new building. All of the metal industries are busy. Banks have much money for the promotion of new enterprise which means prosperity. People are buying, but they are watching what they spend and they want value. For us that is good because we give value for value."

This concluded the formal part of the convention. In the evening a banquet was held at the Hotel Pennsylvania, which was largely monopolized by Colgate men, all of whom from out of town, were registered there. Col. Austen Colgate acted as toastmaster and the speakers were, Gilbert Colgate, Russell Colgate, Sidney M. Colgate, Henry A. Colgate, and Howard Cruse, of Jersey City.

Friday, the territorial managers met for a general conference and summing up. After this a complete tour of the big factory was made. Most of the men from out of town spent the week-end sight-seeing, after which they returned to their homes undoubtedly inspired with a new confidence in the house and impressed with the feeling that it backs them to the limit.

Following is a list of those present at the convention:
Western Pennsylvania—J. C. Ackerman, E. A. Boyd, N. A. Finley, W. J. Milner, J. E. Smith, V. E. Huston.
Georgia and Florida—H. C. Anderson, H. J. Bolton, R. F. Bosche, E. B. Fox, D. F. Regal, N. T. Sexton, H. V. Thomas.

Colorado—Mrs. W. B. Campbell.

Virginia—Scott Cunningham, F. E. Conrad, Jr., S. B. Pretlow.

Alabama—B. M. Dunn, R. W. Betts, A. Caruthers, W. H. Dillon, H. P. Van Tassel.

Maryland and Virginia—E. M. Duvall, W. W. Baldwin, W. E. Brassford, O. R. Jones, O. L. Kyer, R. W. Long, W. G. Peterson, E. A. Smyth, C. L. Wilson, Jr.

North Carolina and South Carolina—F. D. Eagle, J. L. Boyer, W. A. Dunkley.

Southern California—Miss B. B. Evans, H. M. Evans, J. F. Challenger, D. E. Pyne.

New York State—B. G. Graham, F. W. Blee, C. A. Schrank, H. A. Daniels, F. C. Helbing, W. H. Kappus, F. E. Marvin.

Central West—W. H. and F. D. Hatfield, R. A. Anderson, E. P. Branigan, C. A. Brown, J. V. Bucklin, G. W. Chapman, T. F. Collins, W. W. Conaway, C. W. Drago, C. O. Estes, E. T. Ferguson, A. S. French, R. Gates, F. N. Grinnell, Dr. G. Harvey, M. F. Hennessy, F. W. Hunt, W. C. James, A. F. Johnson, W. C. Litson, R. C. Loudon, W. L. Luer, H. L. Mayer, J. E. McCarthy, R. A. McNally, F. G. Miller, E. C. Peck, W. A. Shirk, F. O. Smith, G. L. Speelman, G. L. Starbird, E. Stamper, A. W. Stuart, J. M. Thacher, W. C. Walz, H. Watwood, F. J. Woodward, F. W. Weerts.

Eastern Pennsylvania-New Jersey—C. W. Haviland, V. V. Door, J. Cummins, W. H. Dodds, H. M. Dunlop, C. A. Jefferis, W. R. Landis, W. I. Lerch, G. L. Marcellus, B. H. McClurg, C. J. Ogonek, H. J. Taylor, A. H. Van Ness, N. P. Walker.

Charleston, S. C.—G. W. Jatho.

New England—J. E. MacAdam, D. S. Abrahamson, E. J. Aherne, W. M. Colt, W. F. Daley, B. S. Dodge, T. F. Gilson, P. S. Hayden, D. M. Jordan, F. A. Elsey, A. L. Metivier, Joseph Paris, C. W. Underhill, William Walter, E. B. Hansen, George H. Seibold.

New Orleans, La.—L. E. Martiny, L. A. Barre, W. W. Janin, G. W. Schafer, L. D. Haas.

Greater New York—L. T. McLelland, C. D. Barradale, Joseph Berg, P. C. Bingham, H. L. Blume, A. G. Carling, F. M. De Calles, Gordon Hicks, J. W. Hubbell, F. Krueger, Robert Lalor, J. G. McNary, H. W. Murphy, F. G. Newberry, J. F. Pakenham, G. H. Richart, H. S. L. Robins, J. W. Robbins, William Wirfel.

West of the Rockies—W. B. Palmore, P. W. Beach, J. R. Dowd, H. P. Hatfield, M. C. Hemenway, R. V. Hemenway, C. C. Hubbard, A. W. Katzer, E. E. Kaplansky, R. W. Pike, K. Read, M. C. Smith, J. F. Verdi, R. B. Wilson.

Texas—L. R. Puff, J. H. Bridges, J. A. Lloyd, C. Maness, L. E. Tingle, M. S. Hardin.

Ohio—F. M. Shoemaker, J. R. Dodds, H. L. Dunn, G. Evans, L. H. Fagel, B. F. Fleshman, R. B. Johnston, A. F. Kramer, C. V. Morris, G. W. Swartz, C. R. Waggoner, N. C. Finke, E. B. Powers.

Missouri, Kansas, Oklahoma, Arkansas—G. A. Spalding, F. T. Daly, W. R. Gilmore, J. B. Gordon, D. L. Overturf, K. Hilkerbaumer, R. G. Sell, H. L. White.

Memphis—C. M. Welch.

New York Sales Office—H. O. Barnes, B. L. Harrison, E. Laurier.

Jersey City Office—A. E. Westervelt.

New York Barber Detail Men—L. Carracino, T. Di Pace, L. C. Maurer, C. Mertz, H. G. Pepino.

Dental Detail Men—Dr. E. S. Alling, Dr. R. W. Ball, Dr. R. M. Bennett, Dr. W. H. Bentley, R. R. Cronyn, Dr. J. Fitzgerald, Dr. C. P. Hulse, B. I. Pursell, Dr. C. A. Stewart, W. W. Tudor.

(In our Trade Notes Department, page 30, will be found the story of Col. Colgate's visit to Jeffersonville.)

India Likes Our Toilet Requisites

American manufacturers of toilet requisites have built up a good trade with India, according to a report received by the Department of Commerce from Assistant Trade Commissioner Spofford, Jr., Calcutta. During the fiscal year ending March 31, 1922, American toilet articles, valued at 819,651 rupees, represented about 30 per cent of the total India imports in this line. American shaving soaps, razors, razor blades sharpeners, dental preparations and toilet paper dominate the bazaar trade.

MENNEN AND COTY WIN IMPORTANT COURT DECISIONS

Federal Trade Board's Edict Against Toilet Goods Company Upset by Circuit Tribunal—Chain Stores and Mutual Cooperatives Barred as Wholesalers and Makers' Rights in Selling Products Are Upheld

The United States Circuit Court of Appeals for the Second Circuit of New York handed down a decision on March 13 of far reaching importance to all manufacturers of perfumery, toilet goods, flavoring extracts and all other commodities and set a new standard for the Federal Trade Commission to follow in dealing with price discrimination and unfair practices in trade cases. The decision marks the judicial beginning of the rational settlement of the rights of manufacturers to sell their own products. There have been decisions of minor courts and on some issues the subject has gone to the Supreme Court, but in no case has the issue been as clean and free from collateral issues as in the Mennen Company's case. The decree, unless reversed on appeal, will have an important bearing on the general sales managements of all of our industries. New York lawyers say that a reversal is improbable.

The decision, as concurred in unanimously by Judges Rogers, Manton and Mayer, was a sweeping victory for the Mennen Company. The opinion was written by Judge Rogers and sustains practically every point raised by the Mennen counsel against the Federal Trade Commission's order to abandon its policy of selecting customers and classifying buyers into wholesalers, jobbers, retailers, etc., and having different price lists for the various classes.

Gilbert H. Montague, counsel for the Mennen Company, expressed himself strongly of the belief that this is a controlling case which will point the way to an agreement as to what the anti-trust laws mean—something which has been badly tangled and abused for the past quarter of a century.

"The Mennen Company, manufacturer of toilet products, has been held absolutely fair in its price schedules and in its dealings with wholesalers and retailers in a unanimous decision of the court," said Mr. Montague. "It has reversed an order recently issued against the company by the Federal Trade Commission, and in the course of upholding the company's course of business, declares that *'if real competition is to continue, the right of the individual to exercise reasonable discretion in respect of his own business methods must be preserved.'*"

Has Right to Sell Its Own Products

"The court states that 'the Mennen Company, acting independently, has undertaken to sell its own products in the ordinary course, without deception, misrepresentation, or oppression and at fair prices, to purchasers willing to take them upon terms openly announced. . . . The company is engaged in an entirely private business, and it has a right freely to exercise its own independent discretion as to whether it will sell to wholesalers only, or whether it will sell to both wholesalers and retailers.'

"And if it decides to sell to both, it has a right to determine whether or not it will sell to the retailers on the same terms it sells to the wholesalers. . . . It did not discriminate as between retailers, but sold to all retailers on one and the same scale of prices. And it did not discriminate as between wholesalers, but sold to all wholesalers on one and the same scale of prices.'

"The court, in the course of its opinion, discusses the Clayton Act and also the Federal Trade Commission Act, and lays down a broad interpretation of these acts contrary to that heretofore adopted by the Federal Trade Commission, concluding with the statement that 'the Mennen Company is not shown to have practiced unfair methods of competition in commerce.'

"The Federal Trade Commission's proceeding against the Mennen Company was begun by the commission about two and one-half years ago as a test case to determine whether

a manufacturer has the right to grant special discounts to customers who render special service in the marketing and distribution of his products.

"The Mennen Company apparently was singled out by the commission for this test case because it presented no complicating circumstances of fraud or monopolistic control or conspiracy, but merely a straightforward policy of granting discounts to such customers as rendered special distributing service.

"The commission claimed that service is not a legal basis for discounts and that discounts, generally speaking, can be allowed only for quantity, and must be the same to all customers, whether wholesalers, retailers or even consumers. This made the issue particularly clear-cut, and throughout the proceeding the Mennen Company and the commission have co-operated toward a prompt determination of this question.

Mennen Maintains Impartial Attitude

"Because certain wholesale associations were allowed by the court, and by the courtesy of the Mennen Company's counsel, to intervene at the last moment and to file a brief with the Circuit Court of Appeals, the impression has arisen in some quarters that the Mennen Company in this proceeding was taking sides between wholesalers and retailers, or between different classes of distributors.

"This is not the fact, for the Mennen Company has always sold to both wholesalers and retailers, and has never taken sides as between different classes of distributors, and it was only because the proceeding in the Mennen Company's opinion, seriously threatened all retailers and all wholesalers that the Mennen Company assumed the burden of this litigation, in its successful effort to demonstrate to the courts that the commission's view is unsound. No association of any kind has participated or contributed, financially or otherwise, to the defense of this proceeding.

"The commission's order, which the Circuit Court of Appeals has now reversed, forbade the company to adopt any system of discounts 'upon the basis of a classification of its customers as jobbers, wholesalers, retailers, or any similar classification which relates to the customers' form of organization, business policy, business methods.'

"This denial of the manufacturer's right to give any consideration to the particular distributing service rendered by any of his customers would, in the Mennen Company's opinion, have placed every distributor, retail or wholesale, at a disadvantage as compared with every large consumer buying direct, and every small retailer at a disadvantage as compared with every large retailer, and every retailer, however large, at a disadvantage as compared with every chain store, and every small chain store at a disadvantage as compared with every large chain store, and every small wholesaler at a disadvantage as compared with every large wholesaler, and every 'co-operative or mutual' organization at a disadvantage as compared with every larger buying unit, whether retail or wholesale.

"It would, in the Mennen Company's opinion, have had the unfortunate result of clogging every channel of distribution, both retail and wholesale, with combinations which not only would soon exterminate the independent retailer and the independent wholesaler, but it would in time build up great combinations of wholesalers and retailers that would eventually exterminate all smaller combinations of wholesalers and retailers.

"Upon the argument before the Circuit Court of Appeals the only suggestion which the commission's counsel made as to how the Mennen Company could extricate itself from the dilemma presented by the commission's order was by selling to only one wholesaler, instead of to the entire wholesale and retail trade as at present, or might sell to only certain specified dealers, instead of to the entire retail and wholesale trade. What disruption such a rule would have caused to any manufacturer like the Mennen Company, whose business with thousands of wholesale and retail accounts, in every channel of distribution, in every sec-

tion of the country, has been built up through years of national sales effort, is plain to anyone conversant with modern distributing conditions.

"In deciding in favor of the Mennen Company, and reversing this order of the Federal Trade Commission, the Circuit Court of Appeals has simply interpreted and clarified the law for the guidance of the commission and the business community.

"The commission's proceeding, which has resulted in this judicial interpretation, should not be construed as indicative of any hostility on the part of the commission against the Mennen Company or against any particular branch of distribution, but should be recognized for what it is, namely, the only mode by which the commission could obtain an interpretation and clarification of the law on this subject."

Some of the Strong Points in the Decision

Secretary Toulme, of the National Wholesale Grocers' Association, issued a circular to members recently, in which he commented on the case as follows:

"Grocers will recall that the Mennen Company classified its customers into groups of 'jobbers,' 'wholesalers' and 'retailers,' and that it placed in the group called 'retailers' all buying exchanges and co-operative or mutual companies or associations which bought in wholesale quantities. This classification prevented the co-operatives from obtaining the same terms and prices granted to the jobber-wholesaler class, although the former purchased in as large quantities as the latter.

"This, the Federal Trade Commission charged, was price discrimination; an unfair method of competition and tended toward monopoly; all in violation of the Clayton and Federal Trade Commission acts, and after hearings the commission issued its order directing the Mennen Company to 'cease and desist' from the practices complained of. From this order the Mennen Company appealed to the United States Circuit Court of Appeals.

"In its decision, the Circuit Court, after reviewing the pleadings in the case and the law, cites and quotes from a number of decisions, including those in the Colgate and Beech-Nut cases, and says:

"In accordance with these opinions we have no doubt that the Mennen Company had the right to refuse to sell to retailers at all, and if it chose to sell them it had the right to fix the prices at which it would sell them and that it was under no obligation to sell them at the same price it sold to the wholesalers."

"The court then points out that the Mennen Company did not discriminate among retailers, since it sold to all retailers on the same terms, and that it did not discriminate as between wholesalers, since it sold to all wholesalers at the same prices; and that

"There is nothing unfair in declining to sell to retailers on the same scale of prices that it sold to wholesalers even though the retailers bought or sought to buy the same quantities the wholesalers bought."

"Concerning classification of buying exchanges or co-operatives of retail druggists as retailers, 'The opinion proceeds to point out that the court is not unmindful of the fact that the Mennen Company, in classifying its customers into two groups, wholesalers and retailers, placed in the group of retailers all mutual or co-operative corporations, buying exchanges or associations; that because these individuals for their own convenience organized themselves into a corporation which they constituted their agent for purchasing purposes did not change their character or the character of their purchases and convert them into wholesalers. And the court adds:

"Whether a buyer is a wholesaler or not does not depend upon the quantity he buys. It is not the character of his buying but the character of his selling which marks him as a wholesaler. . . . The persons who constitute these mutual or co-operative concerns are buying for themselves to sell to the ultimate consumers and not to other 'jobbers' of the 'retailers.' The nature of the transaction hereina involved is not altered by the fact that they make their purchases through the agency of their corporation. . . . The important fact is that the members of the corporation are all retailers who buy for themselves to sell to the ultimate consumer. The Mennen Company is within its rights in classifying them as retailers."

"Concluding its opinion, the court says that the facts established by the testimony are not sufficient to constitute a violation either of the Federal Trade Commission Act or the Clayton Act, do not support the Federal Trade Commission's conclusions of law and that the Mennen Company is not shown to have practiced 'unfair methods of competition in commerce.'

"It is needless to point out the importance of this decision. There is nothing further to be said which will emphasize the vital importance of this decision not only to wholesale grocers but to all merchants in the United States."

Mennen Decision to Be Appealed—Next Congress Expected to Act on Price Fixing Legislation

WASHINGTON, March 19.—The Circuit Court decision in the Mennen case has thrown consternation into the Federal Trade Commission, as it was quite unexpected and seems to contravene some of the board's policies. No official statement has been made so far, except that case will be appealed.

Legislation clearing up the uncertainty affecting price standardization which has resulted from the decision of the Supreme Court in the Colgate and Beech Nut cases will be pressed at the next session of Congress, according to Representative Kelly, of Pennsylvania, who has heretofore introduced bills dealing with the subject. Mr. Kelly has been assured by Representative Winslow, of Massachusetts, chairman of the House Committee on Interstate and Foreign Commerce, that the subject will receive consideration in the next session. Mr. Kelly pointed out that the Supreme Court decisions have made it impossible for any manufacturer of a standard trade-marked article to know how far he may go in protecting his own property and that this condition has become intolerable.

"The situation for favorable action on the price standardization principle is in better shape right now than it has ever before been," said Mr. Kelly.

COURT DECIDES L'ORIGAN CASE FOR COTY

Coty has been granted exclusive right to the use of the word L'Origan by the United States District Court for the Southern District of New York in the decision handed down by Justice Learned Hand March 8. The suit was by Coty against the Le Blume Import Co. to restrain the latter from marketing perfumes of d'Heraud under the name of L'Origan. The court adopted the position that the word L'Origan was not descriptive to all practical intents in the minds of buyers, and that consequently Coty was entitled to exclusive proprietorship. An announcement regarding the decision will be found on advertising page 91.

The court said in part: "When Coty began to import his scent into the United States in 1909 the word 'origan' signified nothing to his American customers except the article itself. . . . There is no evidence that before 1909 anyone had ever used the word in America upon any toilet scent at all. Under that name Coty has, by dint of advertising, built up an enormous business from which d'Heraud and others are naturally anxious to profit. It is quite true that origan is an English word and although it apparently denotes another botanical genus than marjorum, commonly the two are assimilated and with them the thyme of literature and the pharmacopoeia. . . . There is some dispute whether this is used, or usable as an ingredient of scents. . . . But for all that 'origan' is in no sense a word of common speech in English. Even if this be not so the word so far as it has any meaning whatever, means something altogether different from Coty's scent, the product or the smell. . . . Now the name of a scent when descriptive means not that the compound contains it as an ingredient but that it smells like the thing. . . . From this it is evident that Coty's use of the word did not and could not deceive those to whom it was addressed. The word meant nothing but that particular scent coming in fact from the only source in America, Coty."

IMPORTANT DECISION ON RIGHT TO USE SAME TRADE NAME

In a decision rendered in February the Appellate Court for the First District of Illinois decreed that A. A. Waterman & Company had no right to use the name "Waterman" in connection with the manufacture and sale of fountain pens. The L. E. Waterman Company sued to restrain A. A. Waterman & Company from infringing two registered trade-marks of "Waterman" and "Waterman's Ideal Fountain Pen, N. Y." The case has been in litigation for a number of years, having been fought through to the United States Supreme Court. In ordinary circumstances, the courts held, a manufacturer putting out a product under a trade-marked name would have prior rights to it. But if his trade-mark was his own name he could not prevent another person with the same name from manufacturing a similar product under that name. It was held therefore that A. A. Waterman & Company had a right to use the name "Waterman" if it made it plain in its advertising that it was not connected with the L. E. Waterman Company.

The original Waterman company, not satisfied with this interpretation by the courts, began suit in the Superior Court at Chicago to enjoin A. A. Waterman & Company from use of the name, as being an alleged act of unfair competition. The matter was assigned to a master in chancery who rendered a decision in favor of A. A. Waterman & Company much after the fashion of those that had gone before. The L. E. Waterman Company went before the master a second time and made a showing that induced him to reverse himself. The company represented that just because a man's name happened to be that of an established company this gave him no right to step in and take the company's business.

"The defense in such a case is no more valid," the L. E. Waterman Company declared, "than would be that of a man who insisted he had a right to enter his neighbor's house and take his furniture just because he had the same latch-key."

The Superior Court accepted the first finding of the master in chancery and now this has been reversed by the Appellate Court. The Superior Court held that A. A. Waterman & Company had used the name Waterman in unfair competition, and to relieve this, ordered that on all its advertising matter it should "conspicuously print, place, add and juxtapose in immediate connection with said name, and without anything intervening in equally clear, large, prominent and noticeable type or letter press of the same color, the phrase 'Not connected with L. E. Waterman Company.'"

The Appellate Court holds that this decree failed to award to the L. E. Waterman Company any real relief and that "the use of the word 'Waterman' caused confusion in the public mind as to the actual producer of the products offered for sale and in the trade and generally known as 'Waterman pens.'"

The Appellate Court holds that the word "Waterman" is the one thing of real value to each party and that the value was created by the L. E. Waterman Company years before A. A. Waterman & Company became a competitor and adopted and used the name in its business.

"We have referred at some length," the Court says, "to the several decisions in the Waterman cases. In substantially all of them, both in lower courts and courts of review, it was held that the conduct of A. A. Waterman in his numerous efforts to grant a right to use his name in the manufacture and sale of fountain pens constituted a fraud upon the rights of complainant. Certain courts seem to be of the opinion that by adding the juxtaposed phrase in question, some relief might thereby be given complainant; but those cases were based upon a finding that A. A. Waterman retained a pecuniary interest in the business conducted under the name. This is not the fact here, where, as in the case last above cited, it appears that his vague pecuniary connection with defendant was nominally retained for only a short time. A. A. Waterman's history as related to these matters is such that we feel quite certain the juxtaposition of the phrase 'not connected with the L. E. Waterman Company' would not serve in any material way to protect complainant. If it be true, as so often held, that the ordinary customer could not distinguish between the use of the initials 'L. E.' and 'A. A.' then the relief granted complainant in the decree would seem to

add confusion to an already much confused situation. It is our opinion that the only adequate relief possible to award complainant is to absolutely enjoin the use by defendant of the name Waterman in connection with its manufacture and sale of fountain pens. This is not a case where a person is seeking honestly to use his own name in a business conducted by himself, and we do not think that the several Waterman cases, when carefully examined, are in conflict with this holding.

"Counsel for defendant say that the record here presents for decision but two important questions, the first of which is 'Had A. A. Waterman a right in law to use his name in marking fountain pens?' Our answer is that we do not believe that this question is directly involved in the case. But had it been, our answer would be, 'Yes, if he used his name honestly, and in such manner as not to deceive the public.' The second question is: 'Has the name 'A. A. Waterman' been used in a proper way by appellee?' This, in our opinion, is the real question in the case, and our reply is that the decree correctly answers the question in the negative.

"How many purchasers of pens in the natural course, because of the juxtaposed words required by the decree, would be able to determine who was the actual producer of a pen well known to the public, and in the trade as the 'Waterman' pen? The decree requires only that the purchasing public be informed that pens offered for sale by defendant were not those produced by L. E. Waterman Company. The substantial difference is only in the use of the initials 'A. A.' and 'L. E.' and only in rare cases would the additional words required by the decree serve to protect a purchaser of fountain pens who desired to purchase pens produced by complainant."

KING TUT'S NAME IS IN STRONG DEMAND

WASHINGTON, March 19.—Officials of the Patent Office expect a rush of applications for trade-marks of an Egyptian character as a result of the popular interest, in the discoveries in the tomb of Tut-ankh-Amen. Inquiries made at the Patent Office indicate that some applications of this nature already have been made, but as yet none of them has been acted upon or made public. It was admitted that there had been considerable activity. Whether the manufacturers in the perfumery, toilet goods and allied industries have seized upon Egyptian names for trade-mark purposes could not be learned officially. Applications at the initiative are safeguarded from outside inspection.

According to Thomas L. Mead, Jr., superintendent of the Trade-Mark Division of the Patent Office, it is permissible to adopt the Egyptian names as trade-marks. The law permits the use of names of deceased celebrities as trade-marks and this Pharaoh of ancient days seems to come within this classification. It is presumed that manufacturers may attempt to appropriate not only the name of Tut-ankh-Amen but also will make use of other Egyptian words and titles with a view to attracting popular interest to their wares.

The copyright division of the Library of Congress is preparing for an influx of written articles, and books, music, drama, and photographs and prints prepared as a result of the discoveries.

"I suppose it will not be long before the music reaching us for copyright will be filled with weird Egyptian strains," said William L. Brown, assistant registrar of the copyright office of the library.

There has been a decided increase in applications at the Library of Congress for anything pertaining to Tut-ankh-Amen and Egyptian history in general.

Practically all of the books and prints in the library dealing with this period of the world's history are in constant demand. Histories, archaeological volumes, biblical concordances, British Museum papers dealing with the Pharaohs are all in demand.

Cheriola Is Denied Trade Mark Registration

The Patent Office has refused to register the name Cheriola for soft drinks on the ground of its similarity to Coca-Cola. No testimony was taken.

BABSON'S TRADE OPTIMISM FINDS STRONG SUPPORT

Roger W. Babson, the noted statistical expert and business observer, who is a regular contributor to this journal, has the following to say about the trade outlook:

Spring Outlook.—Business is going to be good. Every indication points to a brisk demand for nearly all merchandise. All indications point to 20 per cent more business than at this season last year.

"Money Outlook Favorable."—Your readers should not be disturbed by rumors of money stringency. So far as needs of any well managed business are concerned, there should be no cause for worry. We do not expect much further increase in rates. They now are firming somewhat. This is only natural in view of the increase in business. There is nothing to indicate a return of the stringency and the excessive money rates which existed during 1920 and early 1921.

As to loans used in buying securities, the only difficulty is that in case speculation becomes too violent the banks may cut down on the supply of funds for such purposes. Any measures of this sort, however, would be taken voluntarily and not because of lack of funds. Call money now stands about 5 per cent in New York, prime commercial paper is close to that figure, while plenty of year money can be had at about 5 per cent.

"The record of rediscounts shows the real strength of the banking situation. Whereas in 1920 the Federal Reserve Banks were rediscounting more than \$2,700,000,000, today they are rediscounting only about \$596,000,000. This means that the member banks today are borrowing from the Federal Reserve System only about one-fifth as much as they did during the crisis in 1920. The reserve condition of the banks, therefore, is sound. If worst came to worst the members of the Federal Reserve System could borrow between two and three billion dollars of the Federal Reserve Banks.

"Stock Market Outlook.—I expect to see still higher levels in the stock market this year. The prediction which I made in my addresses this winter—that 1923 would show higher stock prices than 1922—has already taken place as far as the industrials are concerned. Moreover indications are that some time this Spring, the entire market may boil. I have in mind also the following five factors:

"(1) Congress will probably not be in session again until December, which will give an undisturbed opportunity for the 'bulls' to work.

"(2) 1924 will be a very difficult year in the market on account of the pressure for unfriendly railroad legislation; also because it will be an election year. Hence, any success on the upward side of the market probably will have to be staged in 1923. In other words, the 'bulls' must make hay while the sun shines.

"(3) The 20,000,000 people who bought Liberty Bonds and have seen them go up and are now about ready to try their hands in something else.

"(4) A very large amount of money is accumulating through bootlegging in the hands of a class of people who are bound to gamble and speculate. Prohibition has succeeded in greatly reducing the amount of liquor drunk. Because of the high prices, however, it is estimated that the total value of bootleg sales runs into very high figures. The class of people who are reaping these profits, by nature and profession, are gamblers, and large numbers of them are turning to speculative stocks.

"(5) In spite of the war talk I look for some very encouraging developments in Europe in the near future. Advances which we are receiving indicate that a peaceful settlement between France and Germany is not only possible, but is probable. Certainly this will be so if the plans of the respective governments can be carried out and are not upset by outbreaks on the part of the people themselves."

Official Reports Show Increased Production

The United States Department of Commerce has given out a report based upon figures collected by the Federal Census Bureau showing large increases in production during

January and indicating a cheerful outlook for the coming year. The January business returns show large productive activity and some new high records of output. An upward trend is discernable in sales and orders.

New York's Foreign Trade Is Growing

Foreign figures of the Port of New York for the year 1922 show total imports value of \$1,372,938,678 for 1922, as against \$1,333,085,714 for 1921, or an increase of \$39,852,960.

Good Reports by Commercial Agencies

Dun's and Bradstreet's reports out on March 17 report that expansion in many lines of trade and industry reached new high levels within the previous week. A noteworthy feature of the situation, it is reported, is the broadening of retail activity, which adds to the total of business gains. So rapid has the domestic business expansion become that the best previous records are being surpassed in different instances, says Dun's review.

Telegraph Business Gains 65 Per Cent

An increase of about 65% in the net income of the Western Union Telegraph Company is shown by the report of the company for January, as given to the Interstate Commerce Commission.

Postal Savings Show Good Increase

For the first time in more than two years postal savings deposits show an increase over withdrawals, according to figures for February compiled at the Post Office Department. Total deposits of January 31 amounted to \$131,566,000. On February 28 they were \$132,072,000, an increase of \$506,000.

\$300,000,000 Year for Customs Receipts

The United States Customs receipts for the Port of New York for the fiscal year are averaging \$1,019,317.31 a day, as compared with \$714,663.17 during the year 1921-1922, Special Deputy Collector Henry C. Stuart announces. He adds: "I expect we will have total customs receipts of \$300,000,000 by July 1 when the fiscal year ends."

Income Tax Increase Shows Prosperity

On the basis of reports received by telegraph at the Internal Revenue Bureau Treasury Department officials are satisfied that income taxes for the first quarter ended March 15 will pass the \$400,000,000 estimate and may reach or exceed \$450,000,000. This is an indication of greater earning power of the people.

Failures in February Fall Off 24 Per Cent.

The ebbing of the tide of business failure has proceeded rapidly during the first two months of the present year, according to Bradstreet's monthly report. The January total of failures this year fell one-fifth below that of January a year ago, and the February total shows a decrease of 24% from 1922. So also as regards liabilities, the January total fell 49% from last year, and those for February show a decrease of 45%.

1,550 New Incorporations in New York

Monthly records continue to be broken in the New York corporation bureau, February showing a total of 1,550 companies with a capitalization of \$61,486,485, as having been incorporated as compared with 1,433 companies, capitalized for \$51,924,800 in February a year ago.

New Enterprises Total \$700,708,300

Returns now available indicate that 671 new companies with an authorized capital of \$100,000 or more were organized under the laws of the various states during February, representing a grand total of \$700,708,300. While this is not up to the showing made in January the figures covering the authorized capital show a material increase over January a year ago, when 702 new enterprises took out charters involving in the aggregate the sum of \$591,404,300.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

SYNTHETIC CHEMICAL MAKERS MEET

The second annual meeting of the Synthetic Organic Chemical Manufacturers' Association of the United States was held at the Hotel Pennsylvania, New York City, March 8, when there was a discussion of the industrial and social aspects of the chemical industry in America. The annual report of the president, Dr. Charles H. Herty, stressed the work of the association in preventing inimical legislation and in securing the publication of itemized imports by the United States Tariff Commission in its forthcoming census of dyes and other synthetic organic chemicals. Francis P. Garvan, president of The Chemical Foundation, Inc., gave his impressions about the situation in the Ruhr and what it might lead to. Mr. Garvan also spoke of the great progress made by the chemical industry in this country. He was elected an honorary member of the association. After dinner the following officers were elected:

Board of Governors—President, Charles H. Herty; treasurer, F. P. Summers, Noil Chemical & Color Works, New York City.

Dyestuffs Section—F. E. Signer, vice-president, Butterworth-Judson Corporation, New York City; August Merz, Heller & Merz Co., Newark, N. J.; C. N. Turner, Newport Chemical Works, Passaic; F. P. Summers, New York City; George H. Whaley, John Campbell & Co., New York City.

Crudes and Intermediates Section—F. W. Pickard, vice-president, E. I. duPont de Nemours & Co., Inc., Wilmington; S. W. Wilder, Merrimac Chemical Co., Boston; R. N. Wallach, Grasselli Chemical Co., New York City; William S. Weeks, Calco Chemical Co., Bound Brook, N. J.

Fine Organic and Medicinal Chemical Section—A. S. Burdick, vice-president, Abbott Laboratories, Chicago; Herman Seydel, Seydel Chemical Co., New York City; G. F. Richmond, Antoine Chiris Co., New York City.

American Chemical Society Meeting

The spring meeting of the American Chemical Society will be held with the New Haven and Connecticut Valley sections at New Haven, April 2 to April 7, inclusive. All divisions and sections are planning extensive meetings with the exceptions of the divisions of fertilizer chemistry and leather chemistry. The local committees have nearly completed their arrangements and an interesting program together with instructive excursions is assured. It hopes to have two thousand members present. The dedication of the Sterling Chemistry Laboratory of Yale University will be held on April 4, and all members of the society are invited to attend the ceremonies and to inspect the splendid new building.

Chemists' Club Nominates Officers

The nominating committee of the New York Chemists' Club has suggested the following ticket for the annual election to be held on May 2: For president, F. J. Metzger; resident vice-president, J. E. Zanetti; non-resident vice-president, E. F. Weidlein; treasurer, A. G. Robinson; secretary, H. G. Sidebottom; trustees, S. A. Goldschmidt and A. A. Holmes.

New York Drug and Chemical Club

The New York Drug and Chemical Club has elected the following officers for the coming year: President, Otto E. Schaefer; vice-president, Frank P. Cheesman; secretary, Charles R. Pitcher; treasurer, William M. Rosendale. The club's resident membership in the last year increased from 550 to 602 and it has in addition 283 non-resident members.

Philadelphia College of Pharmacy

Many out of town alumni of the Philadelphia College of Pharmacy and Science journeyed to the Quaker City on February 23 to take part in the Founder's Day celebration and attend the dedicatory exercises at the new site, Woodland avenue and 43d street. The rally and luncheon in the Bellevue-Stratford Hotel ballroom was especially enjoyable and substantial additions were made to the building fund which is being raised for the expansion of the institution.

TARIFF STIRS UP NEW YORK ALLIES

Perfumery, Soap and Allied Industries of New York will apparently take independent action to obtain national legislation which some members believe is necessary for the benefit of the entire industry, if one may judge from the discussion at the meeting of the association held at Murray's, New York City, on the evening of February 28. It has been generally understood, both from perusal of the constitution of the association and through repeated statements of its officers in the past, that the association would not undertake any activity which might in any way hamper or conflict with the American Manufacturers of Toilet Articles, but on the other hand that it would support the mother association in every way possible.

No intimation that the tariff issue would be sprung at the meeting was indicated in the invitations. Accordingly, surprise developed as the entertainment which was provided in an adjoining room was overshadowed by an animated attack on the tariff. Victor Vivaudou, vice-president, opened the discussion by relating impressions received on his recent European trip.

"Conditions abroad are not as serious as one might conclude from reading the newspapers," he said. "The French invasion of the Ruhr was necessary and the firm stand taken by France will ultimately accrue to the benefit of every one." After a few more remarks on the situation which have been borne out by subsequent events, notably that the French would persist in their measures to enforce collection of German reparations, Mr. Vivaudou switched over from politics to business.

"Flower crops in Grasse are promising," Mr. Vivaudou continued, "and we may undoubtedly expect a fairly steady market in raw materials for some time to come. But there is a different story to be told about finished products. Not only are the French coming here in increasing numbers, but the competition of the foreign perfumers in American markets will drive American perfumers to France to purchase their raw materials at lower prices. I saved," he added, "a very considerable sum of money for my company by going abroad to buy goods."

Mr. Vivaudou also related how he managed to save some money by inducing a French manufacturer to finish his product in the United States. He continued:

"Compounds made in France and Germany can be bought there for half the cost of the ingredients in the United States, and as they are a non-competitive article, they are subject to foreign valuation. Accordingly, they may be imported at 50% ad valorem and 40 cents per pound, the price being far below that which American manufacturers can meet. This gives the foreign perfumer the advantage of buying abroad, making his own compounds and entering them here as non-competitive compounds at a low foreign valuation. The only alternative for the American perfumer to meet this competition, is to do identically the same thing.

"French manufacturers of finished products realize that the richest market is in the United States. The money is here; they know it and they are coming here in increasing numbers. In doing so, they have every incentive, not only that offered by the rich American market, but also by other considerations. Thus, various taxes in France may and often do run as high as 70%, and it is inevitable that French perfumers will seek to evade these taxes by disposing of their products here. The American tariff is nothing to them when compared with the taxes they must pay in their own country. They can pay the tariff on finished goods and still undersell us. In other ways our tariff favors them to the disadvantage of the American perfumer."

The situation as outlined by Mr. Vivaudou was supported by F. J. M. Miles, of Cheramy, Inc., New York, president of the association, who said he felt that it had been very clearly summed up.

Mr. Miles concluded his brief talk with an earnest plea

for the adoption of the metric system in the United States.

R. B. Stoddard, of Ungerer & Co., New York, was then introduced as the "man in the gathering who knew the most about the tariff." Quite naturally, he was asked to say something about the tariff. "The duty on semi-finished compounds," he said, "is 50%, and as it is possible for importers to undervalue them it is practically nullified." As a remedy he felt that the federal authorities should instruct appraisers to give more attention to the appraisal of compounds. Later in the discussion he declared that American manufacturers of synthetics are not playing the game fair. "Thus," he said, "they are supposed to file cost figures with the appraisers. What they often do is to file figures 25 per cent higher than actual costs and then try to make those who import the same products pay this extra amount." He cited one instance where a value of \$8.50 per pound was given to the appraisers as the American price on a certain compound. On the same day from the same firm the same compound was purchased for \$7 per pound.

F. W. Heine, of Compagnie Duval, said that the same practice was pursued all of the way through on coal tar products, and that American manufacturers positively need an increased tariff on compounds.

Mr. Vivaudou then advocated direct and definite action by the association. "We should go to Washington," he said, "and expose the whole situation. Even with the present duty, we cannot manufacture finished products for the same price that our French competitors can do it." He declared that the work of W. L. Crounse on behalf of the A. M. T. A. had resulted in failure in so far as tangible results for the benefit of American perfumers were concerned.

G. A. Pfeiffer, of Richard Hudnut, took issue with Mr. Vivaudou. "Do you find fault with Mr. Crounse? If so, what do you propose?" he asked. "We need," answered Mr. Vivaudou, "some one—such as you or I—who can grasp what we want. We never get anything now. Mr. Crounse isn't liked in Washington—how can he get anything?"

F. J. Pope, of *Toilet Requisites*, asked if it was not provided in the law that whenever it was felt that tariff rates under the present law were inadequate, a memorial to the President of the United States pointing out this fact could be made, thereby setting the machinery in motion to obtain increased rates on particular items specified. On being assured that there is such a provision, Mr. Pope advocated the appointment of a committee of three to study the situation, draw up a memorial and present it on behalf of the association. Mr. Vivaudou asked Mr. Pfeiffer if he would be willing to serve on such a committee, but before Mr. Pfeiffer, who was apparently a little reluctant, could answer, Joseph Byrne arose and recommended that members of the committee should consist only of men who are not identified with the American Manufacturers of Toilet Articles.

The appointment of the committee was left to the president, Mr. Miles.

Salesmen End Lectures and Hold Dinner

The final lecture of the course in "Chemistry for Salesmen," given under the auspices of the Salesmen's Association of the Chemical Industry at the College of the City of New York, was delivered by Professor F. E. Breithut, March 9. The lecture was on the subject of Economic Chemistry and a number of friends of the members were invited to attend. The lectures have been so successful that the association is planning a new series, probably for next winter.

The March meeting of the association was held at the Chemists' Club on the evening of March 14, where the usual dinner and entertainment were enjoyed. The affair was arranged by George M. Dunning and was described as an "alkali party."

National Safety Congress to Meet in Buffalo

The National Safety Council has accepted the invitation of the Buffalo Chamber of Commerce to hold the 1923 National Safety Congress at Buffalo, October 1 to 5, according to announcement by W. H. Cameron, managing director for the Executive Committee of the Council. Over 3,000 delegates gathered at the 1922 safety convention at Detroit last August.

AMERICAN BRUSH MANUFACTURERS

The convention of the American Brush Manufacturers Association, held at Atlantic City, this month, reelected the following officers: President, William Cordes, Florence, Mass.; vice-president, Ernest B. Wright, New York; treasurer, Franklin G. Smith, Cleveland; advisory secretary, T. James Fernley, Philadelphia; secretary, George A. Fernley, Philadelphia. J. H. Heroy, New York, and Alfred C. Fuller, Hartford, Conn., were re-elected members of the executive committee for two years. The semi-annual meeting will be held in Hartford, Conn.

Endeavoring to carry out the recommendations of Herbert Hoover, Secretary of Commerce, to effect simplification in production, the members of the association declared that their industry has reduced the number of sizes and styles of paint and varnish brushes from 600 to 125.

While practically all the bristles used in manufacturing brushes come from China, M. Battegay, a Frenchman in business in Tientsin, told the convention hardly any Chinese use hair or tooth brushes.

Chicago Allies Approve Beauty Show Plans

A prospective beauty show was one of the subjects considered at the February 28 luncheon of the Chicago Perfumery, Soap and Extract Association which was held at the Elks' Club. The attendance was satisfactory and the members enjoyed both the oral features and the food provided by the chef. Columbus D. Behan attended and explained the beauty show project, which had been suggested for June at the Coliseum. It was the consensus of the manufacturers present that it would be better to hold the show in the early Autumn, instead of June, and that September would be a good month. It was the opinion also that a good show, as outlined by Mr. Behan, and properly put forward, would be of material benefit to the business.

It was on the program for the March 14 luncheon of the association to hear an address by James R. Glass, United States Commissioner for the Northern District of Illinois, on the administration of his office.

The secretary of the association, W. L. Filmer, has adopted an interesting innovation in sending out bulletins to the members regarding bills introduced and pending in legislative bodies affecting their industries, including copies of the bills.

American Pharmaceutical Manufacturers Meet

Members of the New York section of the American Pharmaceutical Manufacturers' Association held a luncheon and meeting at the Drug and Chemical Club, this city, February 19, to consider plans for the annual meeting at Altamonte Springs, Fla., in the week of March 18. Special sleepers were chartered for the trip.

Carroll Dunham Smith, sectional secretary, announced that the association, in an endeavor to "advance the science of manufacturing pharmacy to the highest obtainable degree of efficiency and ethical service," has offered three prizes for the most constructive and helpful essays on the subject, "How Can American Manufacturing Pharmacy Better Serve the Medical Profession?" The prizes are \$100, \$50 and \$25, respectively. The competition is open to senior students of universities and medical schools.

Redfield Heads Netherlands Chamber

The Netherlands Chamber of Commerce in New York, Inc., elected the following officers recently: William C. Redfield, president; William van Doorn, first vice-president; Pablo Homs, second vice-president; Elias A. de Lima, treasurer; L. Wittert van Hoogland, secretary; Guy van Amringe, counsel.

Oil Chemists Will Meet in April

Thomas B. Caldwell, secretary-treasurer of the American Oil Chemists' Society, announces that it will hold its fourteenth annual meeting at Hot Springs, Ark., April 30 and May 1. Headquarters will be at the Eastman Hotel. The meeting will immediately precede that of the Interstate Cottonseed Crushers' Association.

American Drug Manufacturers

Annual meeting of the American Drug Manufacturers' Association will begin at the Biltmore Hotel in New York, April 16.

THE SYNONYMY OF PEPPERMINT AND ITS PARENTS

(Conference Bulletin No. 2 Issued by the University of Wisconsin)

Since the first bulletin was issued, additional material has been promised for these researches. Prof. Asahina, of Tokio University, has secured authentic Japanese Peppermint plants, for which the United States Department of Agriculture has granted an importation license. Mr. Norbert Mueller, of Todd & Co., who recently visited Madison to discuss various phases of the research, has promised to supplement an earlier shipment by a much larger quantity of the first runnings of peppermint oil.

Dr. E. W. Washburn, of the National Research Council, was another recent visitor. We feel that a closer and more helpful relationship with the Council has been established.

At the Research Conference of October 13, Mr. F. J. Bacon, who holds the A. M. Todd Fellowship, reported the preliminary results of his studies on the synonymy of peppermint and its parents.

Mentha piperita (L. ex. parte) Huds.¹⁾ or peppermint, is generally believed by most recent authors to be a hybrid plant resulting from a cross between *Mentha spicata* L. and *Mentha aquatica* L. It is supposedly sterile; fruits are rarely formed and then are not fully developed. The plants propagate by their rhizomes.

The types of *Mentha piperita* are classed in the following groups²:

GROUP I (sub species *piperita* Briquet) resulting from
 $M. aquatica L. \times M. spicata L.$
 $M. aquatica L. \times M. spicata L.$

- (1) *M. piperita* var. *officinalis* Sole
 (a) *M. piperita* Huds. var. *officinalis* Sole forma *pallescens* Camus.³
 (b) *M. piperita* Huds. var. *officinalis* Sole forma *rubescens*⁴ Camus.
- (2) *M. piperita* Huds. var. *inarimensis* H. Braun
- (3) *M. piperita* Huds. var. *Durandoana* Briq.
- (4) *M. piperita* Huds. var. *globosiceps* Briq.

GROUP II (sub-species *citrata* Briq.) resulting from *M. aquatica* L. \times *M. spicata* L.

- (1) *M. piperita* var. *citrata* Briq.
 the *Mentha citrata* of Ehrh.

Relative to the forms of peppermint listed, *Mentha piperita* (L. ex. parte) Huds. (*M. piperita officinalis* Koch) has been divided into two varieties by Sole. A few of the common synonyms of the varieties by various authors are listed to illustrate the synonymy.

Var. 1. *Officinalis* Sole; *M. piperita* Smith; *M. officinalis* Hull; *M. piperita* Boreau; *M. viride-aquatica* F. Schultz; *M. Pimentum* Nees; *M. sylvestris* var. *piperita* Reichb.; *M. glabrata* Vahl.

Var. 2. *vulgaris* Sole; *M. piperita* Hull; *M. piperita* Smith.

Index Kewensis lists seventeen species, by various authors as synonymous with *Mentha piperita* L.

The following synonyms for *Mentha spicata* and *M. aquatica* are given below:

Mentha spicata L. 1753; *M. viridis* L. 1763, Smith, Sole. Boreau, Wirtgen; *M. Sylvestris glabra* Koch; *M. sylvestris* var. *viridis* Coss & Germ.; *M. viridis* var. *macrostemma* Lejune; *M. viridis* var. *piperita* Opiz; *M. crispata* Schrader; *M. Sylvestris* var. *crispata* Koch.

Index Kewensis lists twenty-eight species, by various authors, as synonymous with *M. spicata* L.

Mentha aquatica L.; *M. hirsuta* DC.; *M. rotundifolia palustris* Bauh.; *M. aromatica* Opiz; *M. capitata* Gilibert; *M. odorata* Sole.

Index Kewensis considers *M. citrata* Ehrh. synonymous with *M. aquatica* L. and lists ninety other species, by various authors as synonymous with *M. aquatica* L.

In general hybrid plants have characters intermediate between those of the two parents. But as they are not necessarily alike, variations are found which approach more closely to either one or the other parent. Thus the French varieties of peppermint are considered to show more resemblance to *M. spicata* L., whereas the English varieties resemble *M. aquatica* L.⁵

The forms cultivated in America for the distillation of the oil are regarded by American authors⁶ as *Mentha piperita* L., American mint and two varieties, *M. piperita* var. *vulgaris* Sole, black mint, and *M. piperita* var. *officinalis* Sole, white mint.

The above brief outline illustrates the complexity of the synonymy of the mint plants from a botanical standpoint. An effort is being made to secure the original descriptions of the older authors on the mints such as Briquet, Benthams, Sole, F. Schultz and others, for comparison and use in connection with our field studies.

⁵E. M. Holmes, *Perfumery and Essential Oil Record* 2, p. 11.

⁶Miss Alice Henkel, Dept. of Agric. Bull. No. 90, p. 5.

A PATENT FOR TERPINEOL

A patent (No. 153,605) by Robert Marchand, Dutch subject, of Valeriusstraat 278, Amsterdam, was accepted in complete specification by the British Patent Office on January 19, 1922. It describes a process consisting in converting terpin hydrate into terpineol, continuously or not, with the aid of an organic sulphonic acid, preferably ortho-quinolinesulphonic acid.

It states that the common method of preparing terpineol from terpin hydrate consists in boiling the latter with phosphoric or sulphuric acid. In this process, there is always obtained a mixture of terpineol with terpinolene. The output of terpineol is at most 65 per cent. and the terpineolene is a by-product of little value, the separation of which necessitates a complication of the process.

It has now been found that by substituting for phosphoric or sulphuric acid an organic sulphonic acid, the output of terpineol is considerably improved. Excellent results are obtained with ortho-quinolinesulphonic acid. By using this acid the output becomes nearly theoretical, which considerably simplifies the process. It becomes possible thereby to introduce the terpin hydrate continuously into the reaction mixture and to distil off an equivalent quantity of terpineol.

The following example illustrates the invention:

One part by weight of ortho-quinolinesulphonic acid and 3 parts of terpin hydrate and 9 parts of water are mixed together and the mixture is distilled by means of direct or indirect, or both direct and indirect, steam. The distillate is a mixture of water and terpineol. When 1.6 parts of terpineol have distilled, the still must be charged again with 2 parts of terpin hydrate and so on.—*London Perfumery & Essential Oil Record*.

Salicylaldehyde in Perfumery

A description by L. Adelaide of the Reimer and Tiemann process of manufacturing salicylaldehyde from PhONa and CHCl₃, and of its properties is given in *Chimie et industrie* 8, 1062 (1922). *Violettol*, which is used to fortify natural violet perfume, is a mixture of 10 per cent ionone and 90 per cent salicylaldehyde.

¹The name *Mentha piperita* Hudson seems to be most generally accepted by the older authorities on the mints. However, the name *Mentha piperita* Linnaeus is in use and appears to be the same plant.

²A. & E. G. Camus—Bulletin of Roure-Bertrand Fils, Oct. 1911, p. 3

³ and ⁴ Corresponding to the white and black varieties cultivated in England.

MARCH REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, March 5.—Following is the March review on flower products and essential oils in this region:

Orange

Since we made our last report there have been no unfavorable weather developments to threaten the next harvest. The orange trees show a normal growth, and there is consequently reason to expect a satisfactory season of bud and bloom next May.

There have been some rather important demands during the last few weeks for Neroli and orange-flower water. The stocks now remaining over from the last harvest are of small importance, and a slight weakening in the price of the flowers is looked for.

As the Grasse Tribunal of Commerce has rendered judgment in the Coty vs. Nerclium affairs against the Co-operative Nerclium the latter now intends to take an appeal to the Court of Aix.

Rose

The products of the rose are beginning to be very much sought after, and quite an appreciable rise in prices has occurred in all of these products. There is no more of the last crop remaining in the market, and one must look forward to a rise in the market prices next May, even though a very abundant harvest may be anticipated.

Jasmine

The advance in price which was forecast in our preceding reports has likewise occurred in all of the jasmine products, of which there is a complete lack. Nothing more is offered for sale in the market, and it is only the faithful customers of the industrial concerns that can succeed in having their wants supplied. A certain rise in price must be looked for in the coming summer. The consumers who are able to find any jasmine or rose products should not hesitate to make immediate purchase, even though this can be done only through speculative channels.

Tuberose

There is not going to be a very appreciable rise in the price of the tuberose; nevertheless, a decline cannot be forecast, as the stocks are small, and the growing of the article is always a very laborious process. It can be seen, however, that there is less inactivity in this respect than with regard to the two previously mentioned products, in so far as a demand from the consumers is concerned.

Cassie

There is no change to be reported in the Cassie products. The demand for pomade continues to be regular, and quite sufficient to absorb the small stocks in the market.

Violet

The florists and confectioners have made such important purchases of the Victoria violet that the market price of this flower has attained very high limits.

The carnival festivals and all of the battles of flowers that have occurred on the Riviera have monopolized almost the entire crop, and at prices almost beyond the reach of the perfumery industry.

Mimosa

The perfumery industry is now receiving important quantities of Mimosa, which has become a perfume that is very much in vogue. The market prices of the products derived from this flower will be interesting, for the crop has been a very important one.

Hyacinth

The harvest of these flowers is now in full swing. The crop is a normal one and the prices will not be very high.

Geranium

Quite an appreciable decline is looked for in the essential oils of the Reunion, the prices of which had reached exaggerated limits. The demands from America and from England boosted the price, but there has been quite a slackening in these demands, and the exporters of L'ile look for quite an appreciable weakening in the figures.

The Algerian oil has gone up slightly in consonance with the price of the oil of geranium of the Reunion, but this advance need not be taken into account.

The Grasse geranium continues at the old market price.

Mint

The present exchange rate of the dollar and pound sterling has caused a rise in all of the foreign and home-grown mints. A rise in the price of the mints of Grasse is expected for the next crop.

Lavender

Some important demands have lessened the Lavender stocks, which had already been very much reduced from the last distilling operations.

A rise of 2 to 3 francs per kilogram has occurred, principally for the grades with a percentage of 38 to 40 of acetate of linalyle. This advance is also the result of the rise in all of the oils having acetate of linalyle as their base.

Summary

A recovery in business is certain. The demands for flower products and essential oils were very important during the month just past. One can forecast a shortage of many products before the next crops are gathered, especially in rose and jasmine.

Bright Writer Turns Tables on 'Cosmetics' Foe

(From Marguerite Mooers Marshall's Interview in the New York World with Shaw Desmond, an Irish Novelist.)

"Makeup is perhaps more noticeable here [in America] because of what I still feel to be the innocence of those who use it. The woman of an older and more sophisticated civilization says, 'I will paint—but only a little.' Your girl seems to say, 'If I'm going to have red cheeks, I'll have *real* red ones!' And she does!"

Mr. Desmond winced. Then he cast on his interviewer an approving eye. "I see that you never paint," he was good enough to observe.

Never mind what the interviewer answered. However, I'll repeat the little story I told him, about two girls I know. One had a perfectly natural carnations-and-cream complexion. The other rouged—discreetly. The first girl became ill and, for some time after her recovery, was exceedingly pale. Commenting on this pallor to the girl-who-always rouged, a man who knew both young women well remarked, wisely, "But of course, Beatrice's color was always hectic—not a nice, natural bloom like yours!"

"That," I insisted, "is about as much as the average man knows about a woman's complexion. Why should he resent artificial aids to it, if he cannot even detect them?"

French Editor Finds Inspiration in "The Perfumer"

(From La Parfumerie du Sud-Est, Grasse, France.)

THE AMERICAN PERFUMER asks us, in a letter quite flattering for our modest publication, to enroll it among our subscribers. We shall, with the greatest deference, serve it with our magazine regularly. THE AMERICAN PERFUMER is an incomparable technical review; it is, at the same time, a high expression of art and beauty, as well as an admirable industrial and commercial force. It furnishes a striking demonstration of the necessity of combining severe technical features with the smiling influences of art. THE AMERICAN PERFUMER is a fine example in its line, one which we do not hesitate to consider with thoughtful attention, and one which we propose to follow ourselves.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Despite the adjournment of the 67th Congress there is a lot of watchfulness and other work to call for the vigilance and resourcefulness of the guiding powers of the Flavoring Extract Manufacturers' Association of the United States. The State legislatures are in full blast, and it is a dreary day when there is nothing to do except to combat either some new bill or some old piece of proposed legislation that seeks somehow to injure the industry.

During the period since our last report Gordon M. Day, president of the association, and his associates on the board of officers have been extremely busy. Chairman Richard H. Bond, of the Legislative Committee, and Thomas J. Hickey, executive secretary and general counsel of the association, filed a comprehensive brief with the just expired House Committee on Judiciary at Washington against the Ernst-Wood bill which seeks to make a czar of the Prohibition Commissioner, making him responsible only to the President, and giving him practically the rating of a Cabinet member. The hearing on the bill had been planned as a piece of sharp politics by the Anti-Saloon League people. There was absolutely no chance for the bill to be even reported, but the hearing was arranged secretly in the hope that no opponents would appear and the arguments in favor of it would be heard and printed at the Government expense, with a showing that nobody had appeared in opposition to it.

The object was to furnish propaganda at the Government expense to promote a move that would deny even court or departmental redress to legitimate users of industrial alcohol, except by appeal after the damage had been done, to the President of the United States, who naturally would not have the time, if he had the inclination, to function as an inferior magistrate or judge in the many cases that would arise should the bill become a law and should a spirit of hostility continue against legitimate industries using alcohol. The object was defeated, largely due to Chairman Bond, who got wind of the secret move for the hearing and risked his health by leaving a sick bed in Baltimore to go to Washington and fight the measure.

The brief filed by Chairman Bond is given substantially in full in our Washington Correspondence on the Alcohol hearing, the brief starting on page 6, but the entire report, beginning on page 5, should be read. The members of the Flavoring Extract Manufacturers' Association are all law-abiding citizens, but at the same time it is not to their interest to have new laws enacted that may go even further than present ones in hampering and harassing their efforts to do business.

The text pages of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

SODA WATER FLAVORS MANUFACTURERS

Harry Whittle, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities during the last month in conserving the interests of the association and its members. Secretary Hickey has collected information about the bills introduced in the legislatures and other subjects, and has transmitted the same to the members with recommendations. Some of these bills directly affect the soda water flavors industry unfavorably and measures are being taken to defeat them. Members should read our Washington Correspondence and get in line against the Ernst-Wood bill.

\$45,000,000 IN FLAVORING SYRUPS, ETC.

The value of products of establishments engaged primarily in the manufacture of cordials and flavoring syrups amounted to \$44,007,000 in 1921 compared with \$46,807,000 in 1919, and \$15,316,000 in 1914, a decrease of 6 per cent from 1919 to 1921 but an increase of 187.3 per cent for the seven-year period, 1914-1921. In addition to the value of products of this industry, cordials and flavoring syrups to the value of \$1,007,000 in 1921, \$2,095,000 in 1919, and \$672,000 in 1914 were reported as subsidiary products by establishments assigned to other industries.

Of the 127 establishments reporting products valued at \$5,000 and more in 1921, 35 were located in New York; 10 in Pennsylvania, 8 each in Illinois and Massachusetts; 7 in California; 6 each in Maryland, Ohio, and Texas; 4 each in Georgia, New Jersey, Tennessee, and Virginia; 3 each in Alabama, Kentucky and Missouri; 2 each in Colorado, Louisiana, Minnesota, North Carolina, and South Carolina; and 1 each in Delaware, Kansas, Maine, Oklahoma, Oregon and Wisconsin.

In July, the month of maximum employment, 1,809 wage earners were reported, and in December, the month of minimum employment, 1,043. The average number employed during 1921 was 1,369 as compared with 1,398 in 1919.

BROADCASTING STORY OF CANNED FOOD

For the first time broadcasting by wireless telephone was used this month to carry a direct message giving the truth about canned food. One of the really striking messages was that of H. W. Phelps, president of the American Can Company, speaking from the "W-J-Z" station at Newark, N. J. Here is an abstract of what he said:

"There is no chance for life for any microbe in the can, and no chance for any more to get in until the can is opened. You have often been told to remove from a can all of its contents as soon as opened, for fear that you will be poisoned. By what? Not by anything in the can, or by anything that the can or its contents can generate, but by the microbes in the air of your kitchen, upon your cooking utensils or in that worst of all breeding places, the family icebox. The food left in the open can is as safe as if it were left open in a glass dish. After two years of patient research in the great Harvard laboratory, Dr. Rosenau, one of the world's greatest medical authorities, declares that canned foods are the safest foods that come to our table."

COFFEE REALLY IS A FLAVOR, NOT A FOOD

We have the dictum of Dr. Frank Crane that coffee is not a food, but a stimulant. We of the great American Nation have mostly been inclined to look upon coffee both as a food and as a stimulant. But even more so millions of us have considered it a flavor of excellent quality, and it is so used in soda fountain beverages at hundreds of thousands of onyx and marble stands, as well as in myriads of coffee stoves, much more for its flavor than for anything else. However, Dr. Crane has the floor and uses this for his text:

"William H. Ukers, editor of the *Tea and Coffee Trade Journal*, has got out a big book that looks something like a report of the patent office or a cyclopedia. It is all about coffee. For those who delight to get hold of a book that actually tells all anybody wants to know about a subject this book will be a find."

Dr. Crane finds no evidence in the book to show that coffee is as old as Tut-ankh-Amen's tomb, the record of its use as a beverage dating back only 600 years, previous to which time it was drunk as a medicine. Dr. Crane declares that coffee does little harm and helps "to alleviate the drabness of life." He classes coffee with tea and tobacco, and says there are people who "claim it is pure poison and should never be touched." Let us all hope in the enjoyment of the aroma and healthful stimulation of a good libation of coffee either at home or in some soda fountain or other dispensary of it that Volstead does not get wise.

PROSPECTS FOR VANILLA BEANS

MEXICO.—Vice Consul Willys A. Myers, at Vera Cruz, January 29, reports: "Favorable weather conditions in Mexico during the first months of the crop year were beneficial to vanilla production. The beans of the coming crop will average about 8½ inches in length and will be of good quality. According to Government reports, the State of Vera Cruz has this year greatly increased its production of vanilla beans and should be able to put on the market between 180,000 and 200,000 pounds. The vanilla buyers, however, estimate the season's crop for all the vanilla producing districts in Mexico to be about 125,000 pounds of whole vanilla and from 30,000 to 35,000 pounds of 'cuts.' It would appear that a fair estimate of the 1922-23 crop would be 175,000 pounds of beans. Prices are constantly advancing. The curers are now paying 120 pesos (\$60) per 1,000 for green beans, which quantity, when cured, produces 10 pounds of vanilla."

GUADELOUPE.—Consul Shelby F. Strother, at Guadeloupe, January 31, reports: "The total crop of vanilla beans in Guadeloupe in 1922 amounted to 20,000 pounds. The estimate for the crop of 1923 is 27,000 pounds. With the exception of 7,000 pounds sold to a French buyer, the entire crop of 1923 has been purchased by an American firm. This year the vines blossomed about a month earlier than usual and the late blossoms were lost. The beans will run to normal size on the whole, though there was a prevailing tendency to develop more than the average number of beans to the stalk."

Venezuela's Tonka Bean Crop Outlook

Favorable and prolific flowering of the tonka bean trees of many sections of Venezuela indicates a prospective crop of between 200,000 and 250,000 pounds, says a dispatch to the Department of Commerce from Consul Henry D. Baker, Trinidad. The entire crop will be cured at Trinidad and exported from there, due to the possibility of rum in bond being used for the curing process which makes the expense much less. In the forest regions, which are almost entirely in mountainous districts, the tonka bean yields will be very low.

War's U. S. Tax Bill So Far \$24,264,158,586

According to a report made by the Committee on Appropriations of the House of Representatives in Washington, the tax bill of the United States for the war and subsequent expenses has reached a total of \$24,264,158,586.

PURE FOOD AND DRUG NOTES

In this section will be found all matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 11,001 to 11,100,—inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

11,021. Adulteration and misbranding of flavor of vanilla and flavor of lemon. U. S. v. 10 Cases of Flavor of Vanilla and 10 Cases of Flavor of Lemon. Default decree of condemnation, forfeiture, and destruction. The goods were shipped from Lexington, Ky., to Selma, Ala. Adulteration was alleged because a dilute alcoholic solution of vanillin and coumarin, in the case of vanilla, and a dilute alcoholic solution containing a trace of citral, in the case of the lemon, had injuriously been substituted for the real article. Moreover the contents were mixed in a way to conceal the violation.

11,092. Case is identical with above 11,021, except that the extracts were shipped from Kentucky into Texas and the disposal was the same.

There were only six olive oil cases. Two fines of \$50 each were imposed and the other seizures were either released under bond, or ordered sold on default of owner to appear.

Indiana Gives a Clean Report on Extracts

The January report of I. L. Miller, Indiana State Food and Drug Commissioner, shows 906 inspections of food establishments and the analysis of 178 food samples. No cause for complaint was found against our industries.

New Health Board Head in New York City

Dr. Frank J. Monaghan has been appointed New York City Health Commissioner to succeed Dr. Royal S. Copeland, who became United States Senator on March 4. His salary is \$7,500 a year. Dr. Monaghan has been in the Health Department during the five years of Dr. Copeland's administration and is conversant with the policy that has prevailed, so that its continuance may be expected. Dr. Monaghan was born in 1866 close to the office he now occupies and has practiced medicine for many years. He has written extensively on medical and allied subjects, has been on the visiting staffs of numerous hospitals and belongs to all of the medical associations.

Heavy Fines Imposed for Olive Oil Frauds

Federal Judge Winslow in New York recently convicted two dealers of adulterating and misbranding olive oil. They were George Vaffer of New York, a Greek, trading under the name of the Pan Italian Commercial Company, who was fined \$300, and Nicholas Lyriotakis and Michael Lyriotakis, co-partners, who, trading under the name of Lyriotakis Brothers, were fined \$200. These convictions were procured by the local office of the United States Bureau of Chemistry, which is making a drive against frauds of this nature. The public has been defrauded by unscrupulous dealers who have been selling cottonseed, corn, peanut and other vegetable oils as "pure olive oil." As the profits made by these dealers are very high, they can afford to pay the fine imposed when caught. Therefore, Judge Winslow warned the firms in sentencing them that it would be his policy in the future to impose jail sentences instead of fines, inasmuch as olive oil is extensively used for medicinal purposes and because of its medicinal properties even when used in foods.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade Marks, and other departments of THE AMERICAN PERFUMER.



Mr. and Mrs. Edward V. Killeen have returned to New York from a vacation in Ormond Beach, Fla., where they spent three weeks with Mrs. Killeen's sister, Mrs. T. B. Cooley. They stopped at the Bretton Inn and enjoyed themselves playing golf frequently. Among their golfing partners were Mr. and Mrs. D. H. McConnell who have a cottage adjoining the Inn. Mr. Killeen is vice-president of George Lueders & Co., New York, and Mr. McConnell is one of the partners of the California Perfume Co., New York.

Francois Joseph de Soturno Coty, the French perfumer, may not be content to rest upon his laurels in making popular combinations of pleasing odors from the flowers of Grasse and selling them on two continents, nor may he stay content as the chief owner and publisher of an important Paris newspaper, *Le Figaro*. In both fields he has won remarkable success and there is a whole bunch of suits now pending in the United States courts to show his aggressive determination to fight for what he believes to be his real interests. Personally those who have had the



FRANCOIS J. DE S. COTY

pleasure of meeting Mr. Coty are in harmony that he is a charming gentleman of the type associated with thoughts of art, fragrance and benevolence. Others who view his invasion of the American perfumery field may have misgivings on this score, but feelings cannot alter facts. In the new world that may be open for Mr. Coty to conquer opera is an element. So this dispatch in the New York *Herald* may be the first hint of further activities:

PARIS, March 10.—Having made a fortune in perfumes and having started another with the *Figaro*, F. S. Coty is now reported as the prospective partner of Frank J. Gould in the Theatre Megader in the opera district. The deal is not yet concluded, but it is understood that M. Coty has obtained a large interest and will install P. B. Gheusi, formerly of the Opera Comique, as director.

February orders of V. Vivaudou, Inc., New York, amounted to \$1,381,468, compared with \$518,236 in the second month of 1922. Net earnings in January were \$129,000 after deductions for advertising reserve, or at the annual rate of nearly \$5 a share on the company's 300,000 shares of capital stock.

Plans for the National Merchandise Fair, which will be held at Grand Central Palace, New York City, July 23 to August 3, are rapidly nearing completion by the National Retail Dry Goods Association under whose auspices it will be held. Four floors of Grand Central Palace will be used for the exhibits, which, it is expected, will number more than 600. Announcements will be made later as to the classes of exhibits and other details which will be of interest to manufacturers of toilet preparations and allied lines.

Smith, Kline & French Co., wholesale druggists, Philadelphia, celebrated their eighty-second birthday in February.



J. CLIFTON BUCK

Of the trio who for many years were the heads of the company, Mahlon K. Smith, Mahlon N. Kline and Harry B. French, only Mr. French survives. The firm, under its present title, took in the French toilet goods and perfumery business, which has become one of its most important departments. The foundation and the first generation of this remarkable business was George K. Smith, Uncle George, as he was known for years to those who succeeded him.

His sturdy character, his fighting spirit, his vision, his energy and his practical advice to his nephew, Mahlon K. Smith, who followed him, are the deep-down foundations upon which this house rests.

The second generation was represented by Mahlon K. Smith, who followed his uncle as head of the business. He later took in his bookkeeper, Mahlon N. Kline, who in a few years became the dominating figure in the firm. Still later on Harry B. French became a partner, completing the triumvirate of Smith, Kline & French.

Although Mr. Smith and Mr. Kline both answered to the name of Mahlon there was no relationship. It was merely coincidence. Upon the death of Mr. Smith, who was the financial director of the firm, he was succeeded by his son-in-law, J. Clifton Buck, who has been with the concern for twenty years and who is now first vice-president and in charge of finances. Mr. Buck has long represented the firm in the American Manufacturers of Toilet Articles, formerly the Manufacturing Perfumers' Association, and has aided in the work as an official as well as a member.

When Mr. Kline died in 1909 his place was taken by his

son, C. Mahlon Kline, who is now the president and active directing head of the company. Harry B. French, the only surviving member of the Smith, Kline & French Company, is still chairman of its board of directors and takes an active part in guiding its policies. His son, Clayton French, is a director in the company, and has charge of the general purchasing.

A nephew of Harry B. French, Willard Graham, is managing director of the laboratories. J. Mahlon Buck, a grandson of Mahlon K. Smith, is manager of sales, representing the fourth generation down from George K. Smith, the original founder of what has now become the nationally and internationally known firm of Smith, Kline & French Co.

Francis V. Eavenson, soap specialist for the Wilson Co. and Wilson-Martin Co., Chicago, in which are merged various important soap manufacturing firms, has just celebrated his golden anniversary in the industry and still is receiving congratulations from his host of friends, many of whom are in collateral branches, for the firm of J. Eavenson & Sons, Inc., of Camden, N. J., in which he "grew up" and which is now in the Wilson-Martin Alliance, is a member of the American Manufacturers of Toilet Articles, formerly the Manufacturing Perfumers' Association. Mr. Eavenson began the day after he left school, aged 18, as a soap salesman at 50 cents a day, working 11 or 12 hours a day, and rising in the ranks through ambition, loyalty and consistent effort to his present standing, at 68 years, of being one of the most important and widely known specialists in the industry. Mr. Eavenson's success has been won in the face of obstacles at times, for in his early life his father was inclined to show less favor to him than to others in the firm's employ, so that whatever he might win would be in a struggle in which merit and not influence would be the test. It was a hard siege, but intelligent and energetic devotion to business mastered the handicap. He "made good."

Mr. Eavenson was born February 10, 1855, in Chester County, Pa., graduated from a Philadelphia public school February 12, 1873, and the next day went to work in the soap company of which his grandfather, Jones Eavenson, was the founder, and in which his father, A. T. Eavenson, was a partner. It was not until some years after the death of the elder Eavenson in 1883 that Francis V. Eavenson was admitted to the firm as a partner. Steady progress thereafter marked the course of the concern. This tribute was paid to him recently by a friend:

"A talk with employees acquainted with the remarkable growth of the firm will evince the fact that the business owes its development principally to two men—Francis V. Eavenson and Allen T. Eavenson, his father. The son started in the business 'to learn all there was to know.' And he did not need the prompting of his father to know there was plenty to be learned and that to 'know it all' would require considerable time, patience and persistent effort. With that in mind, the boy, ambitious and eager to learn, started at the bottom of the ladder.

"The boy found much to discourage him during his first months in the business. He worked long hours and worked hard. But he didn't give too much of his thought to discomforts he encountered in his efforts to sell 'soap, and good soap,' to the small grocery trade. He continued as a salesman about two years, when he donned old clothes and started to work in the factory, the better to learn how the product he was boosting as a salesman was being made. Following his factory training, Eavenson returned to work

as a salesman with a fund of new ideas and a firmer grasp on the superior qualities of the products he offered for sale."

"Today, as soap specialist of the Eavenson firm, Mr. Eavenson enjoys the friendship of many of the country's most successful business men. He still is busy 'on the road,' selling and advertising Eavenson's products at every opportunity."

In celebration of the anniversary, Mr. Eavenson's associates gave a dinner to him at the Philadelphia Automobile Club and surprised him with a massive silver loving cup.

Etienne Descollonges, of the firm of Descollonges Frères, Lyon, France, arrived in New York on the *Paris* March 3. He expects to remain until April 5, when he will sail from San Francisco on the *President Lincoln* for Japan, returning to the United States in June.

His firm is represented in this country by Benjamin French, Inc., 160 Fifth avenue, New York.

Charles C. Edwards, manager of Benjamin French, Inc., New York, has just suffered the loss of his mother, who died March 9 at the age of 68. The services were conducted at their late home in Brooklyn, N. Y., on March 12, and interment was made at Maplegrove Cemetery.

Many friends of Richard H. Bond, of McCormick & Co., Baltimore, and chairman of the Legislative Committee of the Flavoring Extract Association, will be glad to learn that he has recovered from a heavy cold which laid him up for some time and prevented him from serving as toast-master at the banquet of the Baltimore "Ad" Club. Mr. Bond managed to get to Washington to represent the association at the snap hearing before the House Judiciary Committee on the Wood-Ernst bill which would greatly increase the powers of the Federal Prohibition Commissioner.

Henry Polak, Technical Director of Polak's Frutal Works, Amersfoort, Holland, arrived in New York on the *New Amsterdam* on March 18. Mr. Polak will spend several weeks investigating trade requirements and conditions of this country, particularly with a view to note the effect of the recent tariff legislation. Incidentally, he brings with him a number of novelties which will be added to the well known line of Polak's Frutal Works, Inc., New York, distributors of the P. F. W. brand of essential oils, flavoring materials and perfumery materials for the United States.

Mr. Polak, after spending some time at the headquarters in New York, will travel throughout the States in order to make his observations at close quarters. He will return to Holland via Paris, in order to visit the French headquarters, Sté. An. Polak's Frutal Works, Paris-Levallois-Perret.

Mr. Polak reports that the P. F. W. products have been making steady progress and he is very optimistic concerning the opportunities for future developments.

F. B. Redington Co., 110 South Sangamon street, Chicago, Ill., commence on advertising page 96 of this issue the first of a series of announcements calling attention to the labor-saving and economical features of Redington carton-making machines.

Bandits visited the plant of the Isaac Rokeach Soap Mfg. Co., 345 Hughes street, Brooklyn, recently and captured a \$1,350 payroll, making good their escape.

London journals report the recent British Industries Fair, held in the White City, to have been a big success. Among the exhibitors were the following firms:

Stafford Allen & Sons, Ltd., essential oils, aromatic derivatives, etc. (Ungerer & Co., New York, are the firm's American representatives.)

W. J. Bush & Co., Ltd., synthetic fine chemicals, including perfumes, drugs and intermediates, essential oils, flavoring essences and food colors.

Graesser-Monsanto Chemical Works, Ltd., branch of the American Monsanto Co., vanillin, saccharin and the numerous other Monsanto specialized products.

Julian W. Lyon, president of the firm that bears his name, returned to New York on the *Majestic* March 8 from a two months' visit to the Continent. Part of the time was spent in Holland, where he visited one of his principals, Polak & Schwarz, Ltd., and inspected their very large factory at Hilversum. The accompanying engraving was made from a photograph taken in the analytical labora-



IN THE POLAK & SCHWARZ PLANT AT HILVERSUM. LEFT TO RIGHT: S. SCHWARZ, DR. G. PRINZ, E. SCHWARZ, DR. RECLAIRE, JULIAN W. LYON AND J. A. J. WIJNMALEN.

tory, and the smiling gentlemen are as follows: S. Schwarz, Dr. G. Prinz, E. Schwarz, Dr. Reclaire, Mr. Lyon and J. A. J. Wijnmalen.

Charles V. Penney, who is associated with Julian W. Lyon & Co., has started on a month's trip through the South to look after the firm's interests.

Mrs. A. K. Paul, wife of the president and general manager of Foxon, Inc., Providence, R. I., manufacturers of embossed seals, who spent nearly three months in Gulfport, Fla., with her two children, is expected to return to Providence about the first of April.

John F. Queeny, chairman of the Board of the Monsanto Chemical Works, St. Louis, is spending a few weeks at White Sulphur Springs, W. Va.

In its interesting insert between pages 8 and 9 of this issue Synfleur Scientific Laboratories, Inc., Monticello, N. Y., discuss crop conditions of many natural flower oils and point out the advantages to be had by the use of Synfleur materials.

Business dishonesty got another hard jolt in New York City March 16. Bernard Graf, of the failed firm of Graf & Rosen, was sent to the workhouse for thirty days for making false statements regarding his assets.

Golden Ray Mfg. Co., perfumes, 1425 South Eighth street, Philadelphia, was raided by dry agents March 8 for an alleged violation of its permit for storing alcohol. The seizures made were said to be worth \$300,000.

Herbert G. French, vice-president of the Procter & Gamble Co., of Cincinnati, has been appointed a member of the Board of Trustees of the University of Cincinnati to fill a vacancy. Mr. French was a member of the class which graduated from the university in 1895.

Carr-Lowrey Glass Co., Baltimore, Md., who specialize very largely in perfumers' bottles, etc., have put the finishing touches on their re-modeled branch offices at 1944 Conway Building, Chicago, where William Orem, a vice-president of the company, is ready to greet his numerous friends in the trade. Mr. Orem has traveled through the Middle West for the Carr-Lowrey company for many years and is on very friendly terms with all of the bottle users, who like him for his geniality and sterling qualities. Mr. Orem has with him in the attractive offices Leroy Mellinger, who has had experience in the Carr-Lowrey factory and is well posted on the company's many different lines of bottles, making him fully qualified to take care of both old and new customers. Mr. Orem plans to continue to devote part of his time to the manufacturing end and during his absences from the Chicago office Mr. Mellinger will be in charge.



WILLIAM OREM

The new New York office of the Carr-Lowrey Glass Co., will be at 41 East 42d street, after April 1, when they will move from their present location, 290 Broadway. A misprint in our last issue gave another number as the address. The new office is at the corner of Madison avenue and A. F. Kammer, manager, who also is a vice-president of the company, will be glad to welcome patrons and other friends in the new quarters after the first of the month.

About 81,000,000 glass bottles are manufactured in Baltimore or its vicinity each year, according to figures compiled by the *Baltimore Sun*, which shows in an interesting article that bottle manufacturing is one of the big industries of Baltimore. The Carr-Lowrey Glass Co., it was stated, turns out an average of 600,000 dozens of bottles every year, two-thirds of which, the article states, are used by perfumers. The article describes the process involved in the manufacture of bottles.

C. Leith Speiden, secretary of Innis, Speiden & Co., 46 Cliff street, New York City, returned in February on the *Baltic* from a three months' business trip to France, Belgium, Holland, England and Germany, where he had an excellent opportunity of observing conditions abroad. He was particularly interested in the feeling aroused in the various countries by the French occupation of the Ruhr. In England, for instance, it is felt that France is taking a sporting chance, and opinion is by no means unanimous that the venture will be successful, although it is widely held that France was morally if not financially justified in taking the step.

In France he found a feeling of determination that the war debt has got to be collected, and if the occupation of the Ruhr is the only way to do it the population is convinced that that is the thing to do, and the government must stand by its decision to occupy the industrial region of Germany. So far as Germany is concerned a glance at the newspapers indicates to some extent the situation—a very intense feeling against the French movement, one interesting evidence of which was the posting of signs in the restaurants and hotels in Hamburg to the effect that French and Belgians were requested not to enter, as they would not be given either food or lodging.

The European business situation, while temporarily influenced by shortage and uncertainty of supplies, is basically the same as it was before France undertook to use force in the collection of reparations, Mr. Speiden believes. In Europe, generally, the unrest, he found, is due largely to the policy of the United States during the last few years in remaining, as they have largely, out of European affairs. He felt, in common with many other business men who have given expression to their opinions after an intimate study of conditions abroad, that the stabilization of trade throughout the world and the building up of export trade by the United States depend very largely on the United States taking a more active interest in the readjustment of "peace-torn" Europe, for whom she could have been the virtual arbiter. He believed that this could have been done more effectively had America taken a position with the Allies in 1919 and 1920 in "effecting peace," similar to the one taken in aiding the end of hostilities on the field.

E. A. Bromund Co., 258 Broadway, New York City, takes an active part in the civic life of New York; for among its activities may be mentioned, membership in the Chamber of Commerce, the Merchants' Association, the New York Credit Men's Association and the Metropolitan Museum of Art, in addition to trade associations with which it is affiliated.

The company was founded by E. A. Bromund almost fifty years ago in New York City, and a factory was established about six years ago at Elmsford, New York, where beeswax and allied products are manufactured in a modern plant. Following the death of E. A. Bromund in 1918, James F. Bromund was made president of the company. Mr. Bromund is married and has a little daughter. He lives at White Plains, New York, where he takes an active interest in out-door athletics.

United States Industrial Alcohol Company's New York headquarters have been moved to the Bowery Savings Bank Building, 110 East 42nd street, opposite the Grand Central Terminal. New 'phone: Vanderbilt 3600.

The recent convention of the Colgate & Co. representatives, which is reported on page 14, is not the only news of this important house in current life. We have told all about the firm's purchase of the Indiana State Reformatory at Jeffersonville and its plans to transform the buildings into a great branch plant for the manufacture of toilet soaps and other Colgate specialties. Last month Col. Austen Colgate, vice-president, went to Jeffersonville and inspected the plant, which he found was in such shape that the warden of the prison expected to be able to finish the evacuation on April 15, permitting the Colgates to go ahead with their remodeling plans as soon thereafter as might be expedient. Thayer Field, who is in charge of the reconstruction, was with the Colonel.

The Jeffersonville Chamber of Commerce entertained Col. Colgate at a banquet, at which 300 business men joined in welcoming him, many Louisville guests also being present. Public officials, including mayors and Congressmen, were among the speakers. Col. Colgate responded happily, thanking the business men and officials of the vicinity for their cordiality and interest in the new move of the company. Plans in detail, he said, were not ready to announce, but would be forthcoming soon. As our readers are aware, there have been hitches in the matter of the State giving clear title to the property, besides the delay in evacuating the prisoners. These obstacles have been practically surmounted through the co-operation of the Governor and legislature.

W. J. Bush & Co., Inc., New York, whose Chicago office is in charge of Dr. Freeland J. Dunn, advise that Chicago headquarters after April 16 will be located at 1018-1024 South Wabash avenue (Gunther Building). Dr. Dunn has been in charge of that office for several years and has built up very good business throughout the Mid-west.

Mr. and Mrs. William S. Addison, of Rochester, N. Y., spent the month of February in Miami, Fla., enjoying a well-earned rest. Mr. Addison is at the head of the Addison Lithographing Co., whose very effective and artistic work on our covers is familiar to all our readers.

Miss Mary R. Cass, general manager of the F. N. Burt Co., Ltd., Buffalo, N. Y., will sail on the *Paris* March 28 for a month's visit to France.

Victor Vivaudou, the perfumer, and Mme. Vivaudou arrived in New York aboard the *France*, of the French Line, on February 18, after a mid-winter visit to Paris.

A dainty engraved miniature card announces the arrival of Jack Duprey Langlois, 8½ pounds, on February 18, 1923, at the home of Mr. and Mrs. Francis N. Langlois, 208 Fuller street, Brookline, Mass. Congratulations for the happy parents have been numerous. Mr. Langlois is perfumer for the United Drug Co., Boston, and a member of the Executive Board of the American Manufacturers of Toilet Articles.

Earl C. Brown, who recently became attached to the chemical division of the Procter & Gamble Co., Ivorydale, Ohio, had just previously completed his work leading to the degree of Master of Science in Chemical Engineering Practice at the Massachusetts Institute of Technology.

Alexander Katz, secretary and treasurer of the Florasynth Laboratories, Unionport, New York, has been enjoying the winter grandeur of the North Woods of Maine. On a postal card view of a snow decorated forest he sends the sentiment: "It is beautiful here, this time of year."

Mack S. Lehman, vice-president of M. De Mattia Chemicals, Inc., and Mrs. Lehman have returned from their honeymoon and are now located at their new home in Eastern Parkway, Brooklyn. Marcel Scherer, treasurer of the company, and Mrs. Scherer are also occupying their new domicile, also in Eastern Parkway.

A. F. Burrows, who was formally installed on March 7 as president of the Graham Bros. Soap Co., Chicago, Ill., sat down at a desk in the factory only half a dozen yards from the spot where he started in business forty years ago with a soap-box news stand. Mr. Burrows stuck to the corner, or its vicinity, most of the time, but with varied experiences in other branches of trade until 1920 when he

joined the official staff of Graham Bros. in a reorganization of the company. Mr. Burrows' career defied most of the canons of the Oliver Optic school of fiction. As a result of his own experience he made the flat statement recently that a single-track mind is as often a deterrent as an aid to success.

"Change broadens the viewpoint," said the man who had become head of one of the largest toilet-soap-making concerns in the Middle West. "A man who lets himself get into a rut when he is at the impressionable age never gets out of it. Of course, a rolling stone that does too much rolling loses its polish as well as its moss. The ideal arrangement is for a rolling stone to do all of its rolling in one neighborhood as I have done."

"I might have been a druggist if I hadn't been fired. I was sent to another drug store to get a prescription filled for my sister, and the druggist for whom I was working saw me there. He said I was selling his trade secrets, and, although I pleaded that I had no guilty knowledge of pill compounding and its kindred arts, I was ousted from the drug business."

The youthful Burrows went through a rapid-fire experience after that. He was "fired" by some of the best firms in the city, including the jewelry concern where he sought to become an apprentice. In quick succession he served as a grocery clerk, office boy to a toy buyer and messenger boy. He then went to work for James S. Kirk & Co., with whom he remained until the reorganization of Graham Bros., returning to his old corner as vice-president and manager. When he left the Kirk company he was director of sales promotion plans and general manager of the toilet soap department.

This is the new official roster of the Graham concern: President and manager, A. F. Burrows; vice-president, John Glass; treasurer, E. J. Voss; secretary, E. W. Harris; assistant secretary and superintendent, E. W. Roberts.



A. F. BURROWS

E. N. Rowell Co., Batavia, N. Y., begins between advertising pages 80 and 81 of this issue the first of a new series of inserts in color showing some of the styles and the various color effects that may be had in Rowell paper boxes.

The beautiful announcement of the Natural Products Co., appearing on advertising page 78 of this issue is the handiwork of Hal Burrows, of Goldwyn Pictures Corporation. Mr. Burrows is an artist of national reputation for his charming pen drawings and his work frequently appears in *Life*, *Judge*, the *Delineator* and other high-class magazines.

V. Vivaudou, Inc., New York City, announces that the Ego line of toilet preparations, which it handles, is proving to be very popular. Illustrations of the packages are given herewith.

There are thirty-five separate items in the series, of which eleven are now ready for distribution. Among the most popular of these are a pure white cream rouge which retails for fifty cents; a white cream lip rouge, which also retails for fifty cents; an ankle reducing cream; a bust beautifier; and a perspiration regulator. The line was originated by Dr. Humbert Bizzoni,

an Italian, who is engaged in the chemical industry in this city and who

led in the movement to bring home for reburial the bodies of the men of the Expeditionary Forces who died abroad. A pink and white package scheme has been adopted for the line and an advertising campaign has been undertaken. Distribution in the United States is now handled by V. Vivaudou, Inc., and it is understood that the sales force of this concern will continue to take care of the line until it warrants a separate selling organization of its own under the direction of V. Vivaudou, Inc.

J. L. Hopkins & Co., importing drug merchants, New York City, have begun to market a shampoo composed of the extractive of Egyptian henna and neutral white soap. The article is not for sale to retailers, but is being manufactured for distribution by manufacturers of toilet preparations, who may get samples on request.

Jonas L. Girth, of the Amecousema American Trading House, 25 Rue St. Augustin, Paris, manufacturers of powder puffs, whose announcement appears on advertising page 117 of this issue, is sailing for this country March 21 on the steamship *Majestic*. Mr. Girth plans a business trip through the States and can be reached in New York City during the month of April at 10 West Fordham road.



The Drug Show, which was to have been held in Madison Square Garden, New York City, from February 19 to 22, was postponed by the promoters, so as not to interfere with the First National Perfumery, Toilet Articles and Soap Exposition, which is to be held in April in the week of the annual meeting of the American Manufacturers of Toilet Articles. It was felt by the promoters that the Drug Show might just as advantageously be held in the autumn and, accordingly, plans have been made to hold it then. The promoters of the Drug Show are managing a beauty contest, which is to be held in every city in the United States where Rodolph Valentino appears. Mrs. Valentino, who was Miss Winifred Shaughnessy, step-daughter of Richard Hudnut, is to participate. It is proposed to hold the beauty contest twice daily in connection with a Valentino picture and the personal appearance of Mr. Valentino. The most beautiful lady in each city is to be selected by Mr. and Mrs. Valentino from candidates who present themselves and who will be listed for the final selection. At the end of the season, from five most beautiful ladies so selected, one will be chosen to act as the leading lady for Mr. Valentino in his next picture. In some of the advertisements the contest appears under the auspices of Mineralava, which suggests that V. Vivaudou, Inc., may be interested.

One of the advertisements is headed "Valentino in Search of an American Beauty" and the opening of the contest was set for Omaha, Neb., March 17, suggesting that feminines with forbears of Erin nativity might start the game.

Just in passing it might be mentioned that the Valentinos were remarried March 14 at Crown Point, Ind., to comply with the California divorce decree obtained by Valentino's first wife. In the license the bride gave her name as Winifred De Wolfe, her age as 26, and her address as Hollywood, Cal. She said her occupation was art director. Valentino gave his name as Rodolfo Guglielmo, his age as 27, his address as Los Angeles and his occupation as a motion picture player. They motored back to Chicago, where they appeared in a dancing act at a cabaret.

Kolmar Laboratories, 647 Jackson street, Milwaukee, Wis., whose announcement appears on advertising page 77, call attention to a new plan for shipping rouge and face powder compacts in bulk. A special cardboard tube has been designed, the company states, which is hinged through the center and sealed at the opening, making a sturdy and safe carrier for compacts. Each roll of compacts, it is added, is first packed in a layer of deep wadding which acts as a cushion. Upon arrival at the destination the package is so made that all one has to do to open it is to pull a small cord which cuts the ease and allows it to open like a book.

Dragon Paper Mfg. Co., Inc., 484 Van Alst avenue, Long Island City, in its initial announcement on advertising page 101, calls attention to its paper specialties and seals.

Swindell Bros., manufacturers of perfumers' bottles, are highly praised for their skill in designing containers in a recent article in the *Baltimore Sun*, which gives the firm credit for doing its share in producing the yearly quota of 81,000,000 glass bottles that are manufactured in Baltimore and its immediate vicinity.

Gaston Liebert, Consul General of France, spoke on "The Ruhr Question," at the Saturday luncheon of the New York Chemists' Club, March 17.

William A. Ward, chemist and perfumer for Pond's Extract Co., enjoys the unique distinction of being the only man in our industries who is both a mayor and a judge. Mr. Ward is the mayor of Clinton, Connecticut, and at the same time is Justice of the Peace for the township of Clinton. As judge, Mr. Ward was on the job at midnight recently when a gang of bootleggers met disaster in trying to slip a cargo of rum through his section of Connecticut into the rest of the United States. Some late duty State policemen discovered a truck containing 250 cases of Scotch and rye which evidently had been landed from a strange vessel off Grove Beach, in Duck Island Harbor. The seizure was valued at \$12,500, and under the law was subject to being ordered destroyed. Justice Ward, as before mentioned, took charge of the case at the witching hour, made such investigation as was necessary and later fined the truck driver \$150 and \$33.67 costs, holding in abeyance the disposal of the liquor until March 12, when he expected no claimant would appear and the usual order to destroy the intoxicants would be put into effect. All of which goes to show that a chemist and perfumer may be a very busy person outside of his intense activities in his own particular industry.

E. M. Laning, president of the E. M. Laning Co., Inc., 273 Water street, American representative for H. Euziere & Co., Grasse, France and Societe des Produits de Synthese "Sopros," has just returned to his New York office after an extensive four weeks' trip throughout the south, and reports that he found business very good, opening a large number of new-accounts. Mr. Laning announces that the company will in the near future put on two new salesmen to cover this territory regularly.

A. D. Smack, of the A. D. Smack Co., vanilla beans and gums, New York City, had a severe attack of the grip recently and was sent to Lakewood, N. J., by his physician. Mr. Smack improved quickly under the influence of the pine atmosphere of the winter resort, and has returned to his offices, 80 John street, feeling well and strong.

Matthias & Freeman Paper Co., 1117 North 7th street, Philadelphia, Pa., call attention in their new announcement on advertising page 114 to their new creations of fancy box papers which have just been released, and to the service which is given by the company in developing special papers for exclusive use of perfumers.

George L. Ringel, Canada and Ohio representative of Fritzsche Brothers, Inc., 82 Beekman street, New York City, writes us from Miami, Fla., that he is enjoying a rest there before attending the American Pharmaceutical Manufacturers' Association convention at Altamonte Springs, Fla. Mr. Ringel reports a delightful trip to Cuba, where he inspected numerous flavor dispensaries.

The J. H. Day Co., Cincinnati, Ohio, announce on advertising page 95, the Day centrifugal sifter, which operates on a new principle; and also the fact that they build special machines to suit individual needs of manufacturers. Full information about the company's service, together with a copy of its catalogue of special machinery may be had by writing to the company.

Louis W. Halk, vice-president of the Northam Warren Corporation, 114 West 17th street, New York City, accompanied by Mrs. Halk and Henry W. Quelch, English agent for the company, sailed on the *Olympic* February 10 for an eight weeks' business trip to England, France, Belgium, Switzerland and Italy. Mr. Halk is in charge of production for the Northam Warren Corporation, and is well acquainted in the toilet preparations field, having been a buyer for Louis K. Liggett and vice-president and general manager for Lazell, Perfumer, Newburgh, N. Y., before he made his present connection, three years ago. Mr. Quelch spent about six weeks in this country, during the large part of which he was confined to the Hotel Plaza, New York City, with the grip. Accordingly, he did not have the opportunity to renew acquaintances in the trade which he usually does on his annual trips to the home office of his company.

Women's use of cosmetics and hair dye was defended by Justice Gavegan in the Supreme Court in Bronx Borough, New York City, on February 27. They constitute a legitimate means of keeping up a woman's appearance, he declared, which is necessary if she is to be winsome in private life or successful in the business world. The Justice voiced these opinions in his instructions to the jury in a damage suit, and went even further, warning the jurors to forget any prejudice they might have formed against artificial aids to beauty due to the published attacks on perfumery and cosmetics. The suit was prosecuted by Mrs. Jenny Cahill, of 421 East 138th street, against Inecto, Inc., 33 West 46th street, manufacturers of toilet preparations. Mrs. Cahill testified she used some of the concern's hair dye on January 21 and that the liquid caused a scalp disorder, which resulted in the loss of hair in spots and the disappearance of her left eyebrow. The jury found a verdict of \$2,000 for Mrs. Cahill.

Majestic Metal Specialties, 197 Grand street, New York City, whose announcement appears on advertising page 96, has opened a second factory at 127 Mott street to enable it to increase its output of metal specialties for perfumers. The officers of the company are Nathan Kasdan, president, and Joseph Greenberg, secretary. David Sobol is in charge of the office, and Joseph Leshin is sales manager.

Justin Dupont, Inc., 18 Cedar street, New York, sent out neat desk cards for Lincoln's Birthday, bearing a picture and this quotation from the Emancipator's writings: "From this day on I mean to do the best I can. If I am right, time will prove it. If I am not right, ten angels swearing I am right will not make it so."

Arabol Manufacturing Co., which specializes in labeling pastes, has moved its New York City office into attractive quarters at 110 East 42d street, on the tenth floor of the new Bowery Savings Bank Building. The change was made necessary by the growth of business. The company invites its friends to call in and inspect its new home.

O. L. Biebing, secretary of the Mallinckrodt Chemical Works, St. Louis, sailed recently with his wife and daughter on the steamship *Paris* for a three months' tour of France, Switzerland and Italy.

L. A. Van Dyk, manufacturing chemist, 110 West Fourteenth street, New York City, writes to us from Nassau, Bahamas, where he is basking in the balmy air and other allurements of that delightful resort, that he is enjoying sea bathing. The change in atmosphere and beach experiences have been so productive of results that the scales now tip one-quarter of a pound less for him than when he left New York.

Goodhair Remedy Co., of Newark, Ohio, has been bought and its name changed to the Goodhair Co., by Merwyn R. Hatch and Harold W. Guitner, of Columbus, Ohio. Offices are now at 69 North Fourth street, Columbus. Mr. Hatch is president and Mr. Guitner is secretary and treasurer of the concern. Both solid and liquid soaps, shampoo and hair tonic are its products. An extensive advertising and sales campaign is planned and a new foil soap wrapper has already been introduced by the new owners.

La Rose Cosmetic System of Beauty Works, at Brinkley, Arkansas, has gone into dissolution.

Coffin-Redington Co., wholesale druggists, San Francisco, have just celebrated their seventieth anniversary by occupying their new home at Mission and Fremont streets. The building is of stone and concrete, five stories and basement, 137½ x 137½ feet, with 113,400 square feet of floor space. The building is equipped throughout with all of the most modern appliances and increases the firm's facilities very nearly threefold.

Sherwood Petroleum Co., Bush Terminal, Brooklyn, N. Y., calls attention in its announcement on advertising page 82 to the service it is prepared to render manufacturers of toilet preparations who use petroleum products in any way. The company offers to supply new formulas which have been developed by its chemists for the manufacture of cold creams, salves, lotions, sprays and similar toilet and pharmaceutical preparations.

Davies-Young Soap Co., and Colgate & Co., were among the exhibitors in the recent Food Show at Erie, Pa.

The Melba Mfg. Co., of Chicago, the president of which is Francis W. Jones, former president of the Manufacturing Perfumers' Association, (now the American Manufacturers of Toilet Articles,) is expanding with the growth of its business. The company has purchased the vacant northeast corner of Michigan boulevard and Forty-third street, with a frontage of 186½ feet in the boulevard and 160.1 feet in Forty-third street. The price paid for this ideal location was \$63,000. The Melba company intends to build a handsome modern structure probably four stories, to cost approximately \$300,000 and which will be occupied by its laboratories.

Royal Perfumery Co., of which Louis Broussard is the head, has bought a \$20,000 building for its permanent home at 308 and 310 Royal street, New Orleans. The structure will be remodeled for occupancy about October 1.

New telephone numbers include the following:
Fox & Clarke Co., Inc., (Pierre Dhumez et Cie.) 116-120 West 32nd street, New York City: Pennsylvania 0975.

P. R. Dreyer, essential oils, 109 Beekman street, New York City, returned March 1 from a six weeks' business trip through New England and the Middle West. Mr. Dreyer found conditions in New England very promising, with everyone in the trade doing well and looking forward to a very good year. In the West, he said, people were even more optimistic, despite the very cold weather which he encountered especially in Milwaukee where the thermometer was ten degrees below zero, and it was necessary for those not accustomed to such rigorous climate, to ride in taxicabs. Mr. Dreyer reports a strong demand for imported aromatic chemicals with a decided preference for quality products, a tendency he pointed out which has been more marked in the last year than in previous years. While in Chicago, Mr. Dreyer visited C. A. Senger, of C. A. Senger Co., his Middle West agents.

The Robert Gair Co. reports for 1922 net profit of \$162,241.42, after revision for depreciation. The balance sheet shows a capital surplus of \$8,264,167.12, compared with \$8,335,321, as of January 6, 1922. The company's earnings showed a great improvement over 1921, when there was a net loss, before depreciation and taxes, of \$1,577,207. The profits of 1920 were more than \$3,000,000. The sales of the company in 1922 showed an increase of 32 per cent over those of the preceding year.

Prohibition agents raided the Maison Maynard, Inc., 271 Forty-first street, Brooklyn, on February 27, and made a seizure of liquors they said were worth \$75,000. Leo Garahan was arrested. The corporation had a permit to use denatured alcohol in making perfumery and toilet preparations and its stills were properly registered with the Internal Revenue Bureau for legitimate use, but the dry agents alleged that they had been used improperly for making liquors.

Henry Melville, receiver for Crouch & Fitzgerald, New York, has notified the creditors that nothing is available to satisfy the claims of the general unsecured creditors, as he has been ordered by the Federal Court to pay all funds in his hands, over and above administration expenses, to the United States Government on account of a preferred claim for delinquent taxes of various kinds, accruing since 1916. The amount available does not fully satisfy this claim.

Owens Bottle Co., Toledo, reports earnings of \$3,554,861.92 for 1922, or at a rate of \$4.42 a share after all preferred dividends. This compared with a net profit of \$1,369,096 in 1921. Manufacturing profit last year was \$2,907,370, income from royalties \$1,736,660, and other income \$1,576,609, making \$6,220,640 in all. Directors have voted an extra dividend of 25 cents a share, payable April 1, to holders of record March 16, which puts the stock on a basis of \$3 a share a year. In the light of earnings at \$4.42 a share it is probable the higher rate will be continued.

"Mi Nena" is the name of a new product which will be advertised in a newspaper campaign for Parfumerie Rigaud by the Federal Advertising Agency, of New York. "Mi Nena" will be distributed by George Borgfeldt & Co.

"Acident," a new dentifrice, made by the W. M. Ruthrauff Co., Philadelphia, is to be advertised widely.

NEW PRICE LISTS, PUBLICATIONS, ETC.

JULIAN W. LYON & CO., INC., 35 Fulton street, New York City.—New wholesale price list of essential oils, natural flower essences, synthetic and aromatic chemicals, fruit flavors, olive oil, etc., has just been issued. The products of the following firms are listed: Auguste Bermond, Nice; Hijos de Luca de Tena, Seville; La Zagara, Reggio; Manuel Pedrol, Tarragona; Polak & Schwarz, Zaandam; Sociedad Anonima Monegal, Barcelona, and Antonio Vaya, Carcagente. The list fills a score of pages and is attractively prepared, besides being indexed as to products offered.

W. J. BUSH & CO., INC., manufacturing chemists, 370 Seventh avenue, New York, have sent to us their 36-page wholesale price list for March, 1923. Besides the usual full line of essential oils, quotations are given on the numerous Bush specialties, including synthetic aromatic chemicals, flower oils, liquid absolutes, floral waters, concentrated fruit juices, flavors and colors. Attention is directed especially to the products manufactured at the company's extensive laboratories at Linden, N. J.

E. M. LANING CO., INC., consulting chemists, 273 Water street, New York, sole American representatives of the Société des Produits de Synthèse "Sopros," Paris, France, have favored us with a neatly gotten up booklet giving photographic views of the offices and works of the society at Mantes-sur-Seine (S & O), showing also the general appearance of this delightful region.

STAFFORD ALLEN & SONS, LTD., London, Eng., Ungerer & Co., 124 West 19th street, New York, American representative.—February price list of the Allen essential oil commodities is just at hand, giving wholesale quotations on various products handled by the firm, including terpeneless and expressed oils, Allen's oleoresins, powdered drugs, chemicals, synthetics and sundries.

UNGERER & CO., INC., 124 West 19th street, New York, has issued a handsome wholesale price list for March, 1923, which goes into all of the manifold products handled by the firm. The chief features are volatile oils, aromatic isolates and chemicals, and natural, synthetic and artificial basic materials for the fabrication of scented and flavored products. The Ungerer Co. is the United States distributor for the following firms: Hugues Aine, Grasse, France; M. Naef & Co., Geneva, Switzerland; Stafford Allen & Sons, London; Botu Pappazoglou & Co., Kazanlik, Bulgaria; Pierre Sicard, Cannes, France; Jules Borgeaud & Fils, Algiers, Africa; Ozone-Vanillin Co., New York; Plumereau Fils, Paris; Siegert Distillery, Manila, P. I.; Monsanto & Co., Manila, P. I.; Molino Coppirossi, Porto Maurizio, Italy; S. & G. DePasquale, Messina, Italy; E. Chardon, St. Denis, Reunion; and Vidal-Charvet, Paris, France. The creations and products of the various firms are set forth in comprehensive form and an index aids in finding desired items.

H. W. EDDY, "the Bond Man," 506 Olive street, St. Louis, Mo., has issued an informative set of circulars for March, telling his customers of the menaces of bills in various legislatures in relation to hampering users of industrial and medicinal alcohol. Mr. Eddy keeps a close watch on measures affecting the interests of his clients and gives them suggestions for combatting the same.

POLAK & SCHWARZ, Zaandam, Holland (for whom Julian W. Lyon & Co., 35 Fulton street, New York, are the American representatives), have sent to us a typical wall hanger in colors exemplifying the claims made especially for their

fruit essences. A bright little boy, wearing wooden shoes and holding aloft a red, white and blue flag, is seen sitting atop a shipping case packed with the Polak & Schwarz products, while fruits are displayed in advantageous places, the urchin being shown as just pausing in the enjoyment of a mouthful of fruit.

"CHEMICAL AGE YEAR BOOK, DIARY AND DIRECTORY, 1923," published by the London *Chemical Age*, is received. It is a large volume, 9 x 12 inches, containing diary blanks, association directories, useful chemical tables, constants of essential oils and valuable statistics and other information. The office is at 8 Bouverie street, London, E. C. 4.

"BOTTLES," the interesting publication of the Illinois Glass Co., Alton, Ill., for February, contains the usual interesting data about the products of the company, and in addition, much clever material such as "Blame it on the Interests" by Bruce Barton, and some very good jokes. The company also is sending out a mailing folder describing bottles especially suitable for druggists.

KRANICH CHEMICAL Co., 115 9th street, Brooklyn, N. Y., has issued a price list dated March 1, which mentions seventeen different soaps and soap specialties that are manufactured by the company. A copy may be had by writing to the company.

BOOK REVIEWS

"THE VOLATILE OILS," E. Gildemeister and Fr. Hoffmann. Second Edition by E. Gildemeister. Translation by Edward Kremers, Madison, Wis. Third Volume. John Wiley & Sons, Inc., New York.

This present third volume completes the second edition of this well-known standard work. It contains the preparation processes, description, chemical composition and purity tests of 536 volatile oils, among these a number of great commercial importance, as those of the agrumens (lemon, orange, bergamot, etc.), oils of pimenta, cloves, eucalyptus, of which no less than 141 different species are recorded, furthermore oils of cajeput, caraway, anise, wintergreen, rosemary, lavender and the numerous oils of the thyme and mint class. Five maps and some fifty excellent photographic reproductions illustrate the range and mode of production of the various oils.

Dr. E. Gildemeister is the chief chemist of Schimmel & Co. in Leipzig, the oldest and largest firm producing and dealing in volatile oils and has devoted a lifetime to the study of these interesting products. By his long practical experience in factory and laboratory he is particularly well equipped for dealing critically with the enormous mass of literature on the subject which, owing to the peculiar behavior of many of the substances to be considered, contains dangerous pit-falls into which a chemist not sufficiently experienced is quite liable to stumble.

The English translation also of this third volume of the German work we owe again to Dr. E. Kremers, whose long personal experience on this special field of research is a guarantee that the meaning of the original is reproduced with correctness and intelligence.

DR. C. KLEBER.

AMERICAN CONFERENCE OF PHARMACEUTICAL FACULTIES; proceedings of twenty-third annual meeting, Cleveland, 1922; issued by Miss Zada M. Cooper, Ph.G., secretary-treasurer, Iowa City, Iowa.

This volume of 150 pages gives the complete deliberations of the conference on educational and other topics of timely

interest, together with an ample and convenient index, lists of officers and other information relating to the activities of the college faculties.

FLAVORING MATERIALS, (NATURAL AND SYNTHETIC). By A. Clarke, F. C. S., Oxford University Press, American Branch. Price \$2.85.

This volume represents the accumulated notes of a number of years during which the author has been connected, in a chemical and technical capacity, with the foodstuff and beverage trade in England. Although several excellent books are in existence which deal with certain groups of flavoring substances in a special way (essential oils for instance), it is intended, in the little book under review, that the notes gathered therein should prove a handy work of reference, covering a wider field than those yet published, for the trade who use flavoring and perfuming materials drawn from widely varying sources. There are also references to contemporary scientific and technical literature to provide a means of following up information dealing with certain flavoring materials.

Such a book is therefore mainly a work of compilation of data and, as such, it is comprehensive, interesting and should prove worth the price to chemists and others engaged in the flavoring and perfuming trades. In the compilation of a great many items, it is inevitable that some should be incorrect, or not strictly up-to-date, yet in a somewhat hasty reading of the book, the reviewer finds comparatively few incorrect items and almost no typographical errors.

It is unfortunate that the author, who was sufficiently free from native insularity to include references to the United States standards for spices and other compounds, was not evidently acquainted with the extensive work done by our Association of Official Agricultural Chemists on spices, flavoring extracts, essential oils and fruit products. Thus (just to give one instance only) there is no reference to the Association's work on the proportion of, and methods for estimating, the volatile oil of mustard from various kinds of seeds. Had this been looked up, the very contradictory data given on page 13 and on page 32, regarding the proportion of volatile oil from mustard, might have been straightened out.

Nor is there any mention of the iodine absorption test for detecting added fatty oils in paprika; of Seeker's pretty test for gingerol in ginger; or Power's work on the natural flavoring constituents of apples, peaches and grapes; or the lead number test on vanilla preparations; or the pinene test for adulterated lemon oils. And these are but a very few of the food inspection facts determined by the A. O. A. C. in its thirty-five years' study of methods of analysis and determination of data on samples of known purity. The reviewer has often wondered if the substitution of the word "Analytical" for the word "Agricultural," in the title of the A. O. A. C., would not command the attention of many food and drug chemists, here and abroad, who apparently have never heard of the A. O. A. C. and its magnificent "labor of love" in applied biological chemistry.

Mr. Clarke, in the book under review, starts off with an interesting chapter on the senses of taste and smell, with references to recent attempts to correlate the odorous properties of substances and their chemical constitution. Then follow chapters on "Spices," "Spice Adulterants," "Analytical Methods" (not as good as it might be), "Miscel-

(Continued on page 39)

NEW INCORPORATIONS

Our readers who may wish to take advantage of this department are advised that it is desirable to write, not send circulars, to more than one of the names mentioned in the incorporations. Except in the case of the incorporation of old firms, the postal people may not have ready references for addresses of new business enterprises.)

Standard Soap Process Corp., Paterson, N. J., \$1,000,000 capital stock, has been incorporated in New Jersey by George W. Colt, Jr., J. Vincent Barnett, Paterson; J. Leigh Wolf, of New York.

United Perfumery Stores Corp., Manhattan Borough, New York City, \$50,000 capital stock, has been incorporated by M. Wieder, H. C. Parke, J. Kaye. Attorney, W. J. McNulty, 51 Chambers street.

Autograf Tooth Brush Co., Manhattan Borough, New York City, \$50,000 capital stock, has been incorporated by R. H. Goldman, M. W. Alexander. Attorney, J. Langer, Troy.

Veronica A. Smith, Manhattan Borough, New York City, beauty parlor, \$5,000 capital stock, has been incorporated by V. A. Smith, H. J. Baxter, E. K. Titus. Attorneys, Halligan, Henkel & Ludden, 799 Broadway.

Hayborn Products Corp., Wilmington, soaps and polishes, \$100,000 capital stock, has been incorporated in Delaware for clients by the American Guaranty and Trust Co.

Jouvence Co., Manhattan Borough, New York City, make perfumeries, \$18,000 capital stock, has been incorporated by P. Altschul, H. L. Schultze, E. Schueler. Attorneys, Kamen & Ostersag, 103 Park avenue.

S. C. Philippino Co., toilet preparations, \$50,000 capital stock, has been incorporated in Delaware by Salvatore C. Philippino, Ernie E. Philippino, Maple Shade, N. J.; Winfield S. Holland, Norristown, Pa. Capital Trust Co. of Delaware.

J. C. Mayfield Co., Wilmington, manufacture of beverages, syrups and extracts, \$1,100,000 capital stock, has been incorporated in Delaware.

Ago Chemical Co., 1304 Fidelity Bldg., Baltimore, Md., make chemicals, soaps and kindred products, \$150,000 capital stock, has been incorporated by A. J. Sherman, E. A. Hummer, J. C. Hamburger.

Talcum Puff Co., Brooklyn, N. Y., make puffs and powder, \$1,000,000 capital stock, has been incorporated by E. R. Brause, E. Levinson. Attorney, J. T. McGovern, 2 Rector street, New York.

Dixie Disinfecting Co., Dallas, Texas, make chemical disinfectants, \$10,000 capital stock, has been incorporated by E. J. and O. S. Boyd, S. P. Solomonson, Dallas.

Vincent & Co., 400 North Michigan avenue, Chicago, cleaning fluids and allied compounds, \$25,000 capital stock, has been incorporated by J. A. Vincent, L. M. Prince, Chauncey Blair.

The Vanity Box, 87 Broad street, Red Bank, N. J., beauty parlors, \$100,000 capital stock, has been incorporated.

Pine Products Co., Sandwich, Mass., manufacture of soap, pulp, etc., from pine wood, \$100,000 preferred stock, \$200,000 common stock, has been incorporated by Alfred S. Williams, Boston, president; Walter F. Blake, New York city, treasurer; Philip E. Wingate, Hanover, clerk; directors and John T. Collins, Sandwich.

Grip Soap Products, Inc., Buffalo, N. Y., soaps, washing powders, etc., \$500,000 capital stock, has been incorporated by T. H. Cope, 40 Broadway, Buffalo.

IN MEMORIAM FOR DEPARTED FRIENDS

BLOCKI, FRED W., son of John Blocki, of John Blocki & Son, perfume manufacturers, Chicago, March, 1919.

BRUCKER, CARL, senior member of Fritzsche Brothers, New York, March, 1913.

CARNOT, MME. CUNISSET, widow of the late Honorary President of Court of Appeals, France, March, 1920.

DALLEY, HENRY, retired perfumer and one of the founders of the M. P. A., West Redding, Conn., March 9, 1916.

DOHME, WILLIAM F., of Sharp & Dohme, pharmaceutical manufacturers, Baltimore, March, 1913.

DREXEL, FRANK F., perfumer for the William H. Brown & Bro. Co., Baltimore, Md., March, 1917.

FERGUSON, JAMES A., soaps, Louisville, Ky., March, 1915.

FOX, HENRY C., of H. C. Fox & Sons, glass bottles, Philadelphia, March, 1910.

HALL, GEORGE, perfumer, with various firms and long identified with the industry, Tucson, Ariz., March, 1921.

KING, W. J., of the Mme. Ise'bell Toilet Manufacturing Co., and prominent in the Perfumery, Soap and Extract Association of Chicago, March, 1922.

KIRK, JAMES A., president of J. S. Kirk & Co., soaps, Chicago, Ill., March, 1907.

LANGSDORF, MORRIS, of S. Langsdorf & Co., toilet and manicure novelties, New York, Atlantic City, March, 1921.

LARKIN, MRS. JOHN D., wife of the soap manufacturer, Buffalo, N. Y., March, 1922.

LYON, DR. ISRAEL, toilet supplies, Englewood, N. J., March, 1907.

MERLE, AUGUSTIN, of Bruno Court, Grasse, France, March, 1918.

MESSNER, SIGMUND, treasurer of the Imperial Metal Mfg. Corporation, Long Island City, New York, March, 1921.

MUNTON, CHARLES, associated with Augustin Merle, proprietor of Bruno Court, Grasse, March 5, 1916.

POOLE, THOMAS S., soaps, Denver, Colo., March, 1913.

RICKSECKER, THEO., former president Manufacturing Perfumers' Association, New York, March, 1919.

RIKER, WILLIAM B., perfumery, New York, March, 1906.

RIPPEY, WILLIAM, manufacturer of flavoring extracts, Cincinnati, Ohio, March, 1917.

ROCKHILL, CLAYTON, of Rockhill & Vietor, New York, March, 1918.

ROGERS, GEORGE L., soap, Centerdale, R. I., March, 1917.

SHEDD, FREEMAN B., Lowell, perfumes, March, 1913.

STUART, FRANCIS F., flavoring extracts, Niagara Falls and Toronto, Ont., March, 1914.

TENNEY, HENRY W., proprietor of the Warren Soap Mfg. Co., Canton, March, 1916.

WILLIAMS, JAMES BAKER, founder of J. B. Williams & Co., Glastonbury, Conn., March, 1907.

WOODLEY, GEORGE F., JR., Woodley Soap Manufacturing Co., Boston, Mass., March, 1912.

Obituary Notes

Alexander C. Fergusson, one of the founders of Fergusson Bros., Philadelphia, died February 26, aged 83 years. Two sons and two daughters survive. Mr. Fergusson was one of the organizers of the United Alkali Co.

William C. Moore, for fifty years connected with the old R. Hillier's Son Co., crude drug importers and millers of New York and Jersey City, died February 20 at his home in Brooklyn, at the age of 69. Mr. Moore retired from active business in 1921.

PATENTS AND TRADE-MARKS

	COLLEGE GIRL 155,150 WHITE ONYX 166,904		EDELWEISS 153,674 WILDA BENNETT Music Box 158,515		CHERUBATH 154,466 GLORY 165,049		FIXSO 155,559 Bourbo-Nilla 163,749		Le Blume 145,313 REVE DE CHINE 160,185		Minsco 155,764 PERFUMETTES 165,050		HIRSUTINE 159,424 165,119		KALINA 163,469 TOXALL 169,778		2 IN 1 167,116
	Jenny's Paradise 166,617		SMILE 166,781		NU-WAY 167,135		PEACOCK 165,755		ORIENT OIL 160,446		Vaseline 160,576		HATHASWEET 174,579		RADIOACTIVE 178,604		CONCORD KRIM 172,482
	ONO 168,458		LEMON SKIN WHITENER 160,140		KOONZ 169,315		NEPTUNE 171,440		DEO 170,352		BROCAR 164,782		O-DO-LESS 172,223		DEODORINE 172,931		PARACELSUS 170,617
	DUDS 172,504		Sant Scalp 169,253		Ambre Royal 171,042		VEE-JA 172,957		MANHATTAN SOAP CO. 171,684		BROGDOL 174,411		STACORN 175,223		Virude 172,102		BONA-DEA 172,947
	OASIS Palm 171,519		PRISTINE 173,167		KYRO 171,551		JERRO 171,324		BEAUTIFIER 171,571		HAIR-GROOM 172,625		PELLICULOSE 172,931		MON-TRESOR 172,353		DOLLY VARDEN 172,628
	RINTS 176,501		ORANCIA 166,458														

NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT.,
Perfumer Pub. Co. 14 Cliff St., New York.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905.)

135,150.—Jenkinson-Bode Company, Jacksonville, Ill. (Filed July 19, 1920. Used since 1912.)—Flavoring Extracts for Foods.

153,696.—John Sexton and Company, Chicago, Ill. (Filed Oct. 3, 1921. Used since Aug. 23, 1908.)—Baking Powder, Table Salt, Fruit and Vegetable Coloring for Foods, Laundry Starch, Lye, Glycerin, Dentifrices, Shampoo, Hair Tonic, Hair Dye, Depilatory, Bay Rum and Witch Hazel.

154,066.—The Surgeons Specialty Company, Cincinnati, Ohio. (Filed Oct. 13, 1921. Used since May 1, 1921.)—Non-alcoholic Witch-Hazel.

155,353.—Virgil Lee, Toronto, Ontario, Canada. (Filed Nov. 14, 1921. Used since Oct. 15, 1920.)—Greaseless Hair Dressing and Tonic.

155,696.—Charles L. Klapp, St. Louis, Mo. (Filed Nov. 21, 1921. Used since Mar. 26, 1921.)—Face Powder, Face Creams, Perfume, Toilet Water, Rouge, and Talcum Powder.

155,764.—Mineral Soap Manufacturing Company, Lowell, Mass. (Filed Nov. 22, 1921. Used since June 1, 1921.)—Soaps in Powdered and Cake Form, Wool Scouring Powder, Composition for Cleaning Metal Ware, and Composition for Cleaning and Cleansing Clothing, in Paste, Powder, or Liquid Form.

158,585.—A. Schocket, New York, N. Y. (Filed Jan. 28, 1922. Used since Feb. 17, 1922.)—Vanity Cases.

160,185.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Mar. 4, 1922. Used since Oct. 25, 1921.)—Face Powder, Talcum Powder, Perfume.

163,313.—LeBlume Import Co., Inc., New York, N. Y. (Filed May 4, 1922. Used since February, 1921.)—Soap.

163,949.—Southern Beverage Company, Galveston, Tex. (Filed May 16, 1922. Used since Nov. 25, 1921.)—Flavoring Extract for Food Purposes Only.

165,119.—L. M. Berg, doing business as The Hirsutine Laboratories, Chicago, Ill. (Filed June 7, 1922. Used since 1910.)—Lotions and Salves to be Used in Combating Infections of the Skin, Scalp, Hair and Its Appendages.

165,798.—C. Smith Long, doing business as Smith Long Laboratories, Portland, Ore. (Filed June 21, 1922. Used since January, 1919.)—Dental Preparations—Namely, Mouth Massage Cream, Mouth Wash.

166,617.—George Yorita, doing business as The Beia Company, Los Angeles, Calif. (Filed July 8, 1922. Used since June 1, 1922.)—Perfumes.

166,900.—Northern Jobbing Company, Chicago, Ill. (Filed July 14, 1922. Used since Feb. 1, 1922.)—Soap.

167,195.—The Robinette Co., Syracuse, N. Y. (Filed July 21, 1922. Used since May 1, 1922.)—Hair Grower.

167,735.—William F. Peacock, doing business as the United Food Products Company, Portland, Me. (Filed Aug. 2, 1922. Used since April, 1922.)—Food Flavoring Extracts.

167,886.—William F. Peacock, doing business as The United States Food Products Company, Portland, Me. (Filed Aug. 7, 1922. Used since July 31, 1922.)—Food-Flavoring Extracts.

167,897.—Albert Parsons Sachs, New York, N. Y. (Filed Aug. 3, 1922. Used since May 1, 1922.)—Cream Soap.

168,146.—The Cudahy Packing Company, doing business as Cudahy Soap Works, Chicago, Ill., and South Omaha, Nebr. (Filed Aug. 12, 1922. Used since July 20, 1922.)—Toilet Soap.

168,456.—Davies, Rose & Co., Ltd., Boston, Mass. (Filed Aug. 19, 1922. Used since January, 1922.)—Extracts and Flavoring for Food Purposes.

168,596.—Chesbrough Manufacturing Co. (Consolidated), New York, N. Y. (Filed Aug. 23, 1922. Used since Aug. 15, 1922.)—Petroleum Jelly, Yellow Petroleum Jelly, White Petroleum Jelly, Carbulated Petroleum Jelly, Perfumed White Petroleum Jelly, Hair Pomade, Quinine Hair Pomade, Hair Tonic, and Camphor Ice.

168,752.—Brock-Carlson Laboratories, Inc., Minneapolis, Minn. (Filed Aug. 28, 1922. Used since July 1, 1921.)—Cocanut-Oil Shampoo.

- 168,893.—Jean Jordeau, Inc., South Orange, N. J., and New York, N. Y. (Filed Aug. 30, 1922. Used since May 1, 1922.)—Skin Lotions and Creams.
- 168,943.—Geo. A. Schmidt & Co., Chicago, Ill. (Filed Aug. 31, 1922. Used since 1912.)—Shampoo Soap in Cake Form.
- 169,169.—Kalina Company, Buffalo, N. Y. (Filed Sept. 7, 1922. Used since June 1, 1901.)—Medicinal Tablets for Disorders of the Stomach and Bowels, Face and Skin Lotions, Shampoo and Hair Elixir.
- 169,315.—Minneapolis Brewing Company, doing business as Kunz Preparations Co., Minneapolis, Minn. (Filed Sept. 11, 1922. Used since Jan. 1, 1922.)—Bay Rum, Witch Hazel, Alcohol Body Rub, Medicated Grain Alcohol for Massage Purposes (Vigotone), Lilac Face Lotion, Quinine Hair Tonic, Dandruff Cure, Liquid Shampoo, and Toilet Water.
- 169,437.—Henry Binga Dismond, doing business as O-Do-Less Products Co., Danville, Ill. (Filed Sept. 14, 1922. Used since June 20, 1922.)—Toilet Lotion for Deodorizing Offensive and Excessive Perspiration.
- 169,459.—George D. Tietjen, doing business as Kleen Products Co., Hasbrouck Heights, N. J. (Filed Sept. 14, 1922. Used since July 1, 1922.)—Germicide Scalp Cleanser.
- 169,775.—The Odorless By-Products & Reduction Corporation, New York, N. Y. (Filed Sept. 21, 1922.)—Used since June, 1922.—Deodorants and Disinfectants.
- 169,850.—Foote & Jenks, Jackson, Mich. (Filed Sept. 23, 1922. Used since June 1, 1922.)—Extract for Food-Flavoring Purposes for the Following Flavors: Grape, Peach, Apricot, Pineapple, Raspberry, Currant, Loganberry, Strawberry, and Cherry.
- 170,082.—Paul Prot & Cie, doing business as Parfumerie Lubin, Paris, France. (Filed Sept. 29, 1922. Used since March, 1920.)—Perfumes, Toilet Waters, Face Powder, Talcum Powder, Face Lotion, Face Cream and Rouge.
- 170,411.—Standard Oil Company (Incorporated in New Jersey), Bayonne, N. J. (Filed Oct. 6, 1922. Used since July, 1922.)—Mineral Oil.
- 170,541.—Louis Philippe, New York, N. Y. (Filed Oct. 10, 1922. Used since Oct. 1, 1922.)—Hair Tonic.
- 170,618.—Jean Bossard, doing business as Institut de Beaute Chastiglione, Paris, France. (Filed Oct. 12, 1922. Used since Sept. 1, 1922.)—Perfume, Toilet Water, Face Powder, Toilet Powder, Rouge, Brilliantine, Sachet Powders, Dentifrices, and Tints and Dyes for the Hair.
- 170,938.—La Societe Anonyme "Parfums Gueldy," Paris, France. (Filed Oct. 19, 1922. Used since Feb. 12, 1910.)—Perfumes, Toilet Waters, Face Lotions, Talcum Powders, Face Powder, Rouge, and Hair Lotions.
- 170,994.—F. W. Schoonmaker, Inc., New York, N. Y. (Filed Oct. 20, 1922. Used since August, 1922.)—Mouth Wash.
- 171,042.—Societe Anonyme Parfumerie Violet, Paris, France. (Filed Oct. 21, 1922. Used since 1900.)—Perfumes, Toilet Waters, Face Powders, Talcum Powders, Sachet Powders, Lotion for the Skin and Hair, Rouge and Brilliantine.
- 171,324.—The Jerico Co., Brooklyn, N. Y. (Filed Oct. 28, 1922. Used since May 10, 1922.)—Hair Dressing.
- 171,352.—Elmo, Inc., Philadelphia, Pa. (Filed Oct. 30, 1922. Used since 1910.)—Deodorants.
- 171,438.—Violet V. Williams, Berkeley, Calif. (Filed Oct. 31, 1922. Used since July 26, 1922.)—Hair Tonic.
- 171,542.—R. H. Macy & Co., Inc., New York, N. Y. (Filed Nov. 3, 1922. Used since Sept. 1, 1922.)—Hair Restorer and Tonic.
- 171,551.—The Remmers Soap Company, Cincinnati, Ohio. (Filed Nov. 3, 1922. Used since December, 1921.)—Soap.
- 171,571.—John J. Buczkowski, doing business as Hoosier Cleanser Mfg. Co., South Bend, Ind. (Filed Nov. 4, 1922. Used since Sept. 4, 1922.)—Water-Softening Compound.
- 171,589.—The Remmers Soap Company, Cincinnati, Ohio. (Filed Nov. 4, 1922. Used since July, 1922.)—Soap.
- 171,659.—The Sea-Dip Company, St. Louis, Mo. (Filed Nov. 6, 1922. Used since Aug. 30, 1922.)—Bath Salt.
- 171,684.—Frank Gaius Burke, doing business as Manhattan Soap Company, New York, N. Y. (Filed Nov. 7, 1922. Under 10-year proviso. Used since 1885.)—Soaps.
- 171,685.—Frank Gaius Burke, doing business as Manhattan Soap Company, New York, N. Y. (Filed Nov. 7, 1922. Used since May 11, 1903.)—Toilet Soaps.
- 171,870.—Maria A. Schaefer, New York, N. Y. (Filed Nov. 11, 1922. Used since July 15, 1922.)—Hair Tonic.
- 172,189.—Tarratine Manufacturing Co., Inc., Bangor, Me. (Filed Nov. 17, 1922. Used since July 27, 1922.)—Soap, Soap Cream and Paste.
- 172,252.—Young & Wile, Ltd., New York, N. Y. (Filed Nov. 18, 1922. Used since Dec. 15, 1921.)—Soap.
- 172,353.—The Remiller Co., New York, N. Y. (Filed Nov. 21, 1922. Used since Nov. 1, 1922.)—Soap.
- 172,440.—Guy A. Robinson, doing business as The Neptune Laboratories, Dallas, Tex. (Filed Nov. 23, 1922. Used since Nov. 1, 1922.)—Face-Treating Clay.
- 172,476.—Imperial Hygienic Co., Suffern, N. Y. (Filed Nov. 24, 1922. Used since 1913.)—Tonic for the Skin.
- 172,500.—Charles A. Winter, doing business as Duds Co., New York, N. Y. (Filed Nov. 24, 1922. Used since August, 1922.)—Washing Compound in Powdered Form.
- 172,502.—Atlanta Barbers Supply Company, Atlanta, Ga. (Filed Nov. 25, 1922. Used since October, 1921.)—Preparation for Cleaning the Scalp.
- 172,606.—George A. Menzie, Duluth, Minn. (Filed Nov. 27, 1922. Used since Nov. 1, 1922.)—Hair Tonic.
- 172,625.—Edward Wesley & Company, Cincinnati, Ohio. (Filed Nov. 27, 1922. Used since Nov. 20, 1922.)—Hair Combining Cream.
- 172,628.—Marietta B. Willats, doing business as "Dolly Varden Co., Los Angeles, Calif. (Filed Nov. 27, 1922. Used since Sept. 26, 1922.)—Bath Balm, Hair Pomade, Sachets, Beautifier, Facial Pack, Astringent, Face Powder, Face Cream, Hair Tonic, Shampoo, Lotion, Depilatory, Talc, Toilet Water, Deodorant, Eyebrow Pencil, Nail Polish, Lip Stick, Perfume, and Rouge.

(Act of Feb. 20, 1905.)

- 156,026.—The Soap Manufacturing Company, Jacksonville, Fla. (Filed Nov. 28, 1921. Used since Oct. 15, 1921.)—Soap.
- 165,048.—Vail Brothers, Philadelphia, Pa. (Filed June 5, 1922. Used since 1870.)—Pomade for the Scalp and Hair.
- 168,737.—May E. Swan, doing business as Madame J. E. Swan, New York, N. Y. (Filed Aug. 26, 1922. Used since Dec. 15, 1921.)—Hair Gloss and Hair Grower.
- 169,253.—Alice R. Meller, doing business as The Sani Scalp Co., Pittsburgh, Pa. (Filed Sept. 9, 1922. Used since May 1, 1922.)—A Preparation Exercising a Remedial Effect in the Treatment of Dandruff and Other Disorders of the Scalp.
- 170,599.—The C. S. Welch Company, New York, N. Y. (Filed Oct. 11, 1922. Used since Jan. 1, 1903.)—A Perfumed Addition for the Bath.
- 172,882.—Kanders Pharmacal Co., New York, N. Y. (Filed Dec. 4, 1922. Used since September, 1920.)—Toilet Preparations for Softening and Whitening Chapped and Rough Skin.
- 172,947.—Lightfoot Schultz Company, Hoboken, N. J. (Filed Dec. 5, 1922. Used since Oct. 17, 1922.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.
- 172,950.—Alice L. Lynch, doing business as Alice-Louise Co., New York, N. Y. (Filed Dec. 5, 1922. Used since Dec. 1, 1922.)—Face Creams, Face Powders, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.
- 172,959.—Re-Al-Jo Products Company, Waterloo, Iowa. (Filed Dec. 5, 1922. Used since April 1, 1922.)—Cosmetics, Including Creams, Powders, Rouges, Pastes, Bleaches, Oils, Lotions, Jellies, Cuticle Removers, Deodorants, Salves, Lip Sticks, Pencils, Preparations for Treating the Hair and Scalp, Manicure and Shampoo Preparations, Depilatories, Toilet Waters, Perfumes, and Extracts, Tonics for the Scalp, Pomades, and Antiseptic Lotions.
- 172,991.—B. Heller & Company, Chicago, Ill. (Filed Dec. 6, 1922. Used since 1910.)—Disinfectant and Deodorizer.

173,292.—Harry R. Nicholson, doing business as H. R. Nicholson Company, Baltimore, Md. (Filed Dec. 13, 1922. Used since Oct. 30, 1922.)—Automobile Soap.

175,222.—Standard Laboratories, Inc., Los Angeles, Calif. (Filed Jan. 27, 1923. Used since August, 1914.)—Pomades for the Hair.

TRADE-MARK REGISTRATION GRANTED

(Act of March 19, 1920.)

(This Registration Is Not Subject to Opposition)

165,240.—Graham Bros. Soap Company, Chicago, Ill. (Filed Feb. 20, 1922. Serial No. 159,577. Used since Dec. 15, 1921.)—Toilet Soap.

INTERNATIONAL TRADE-MARK REGISTRATIONS

(Act of March 19, 1920.)

165,049.—Melba Manufacturing Company, 4237-4239 Indiana avenue, Chicago, Ill. (Filed Sept. 25, 1922.)—Perfumery in General, Including Perfumes, Toilet Waters, Toilet and Talcum Powders, Creams for the Skin, Lotions for the Skin and Scalp, Dentifrices, Tooth Pastes and Powder, Rouges, Nail and Skin Whiteners, etc.

165,050.—Melba Manufacturing Company, 4237-4239 Indiana avenue, Chicago, Ill. (Filed Sept. 25, 1922.)—Perfumery in General, Including Perfumes, Toilet Waters, Toilet and Talcum Powders, Creams for the Skin, Lotions for the Skin and Scalp, Dentifrices, Tooth Pastes and Powders, Rouges, Nail and Skin Whiteners, etc.

PATENT GRANTED

1,446,779.—Vanity Case. Saul Abrahams, New York, N. Y. (Filed Feb. 11, 1921. Serial No. 444,125. 8 Claims. (Cl. 206—15.6.)

1. In a vanity case having a pair of hinged members, a tube adapted to be received within one of said members, means pivotally securing said tube at one of its ends to said member, and resilient means reacting between said member and tube to tilt the latter about its pivot whereby to raise one end of the tube above the level of the other end.

NEW TRADE NAMES SUBMITTED

The Trademark Bureau of the American Drug Manufacturers' Association has received the following applications for the registration of new trade names and if no protest is received within the thirty days allowed for that purpose, the names will be duly registered:

Dioscholate: Offered by The Upjohn Company, Kalamazoo, Mich., as pill for the treatment of diseases of the gall bladder and ducts. Not yet in use.

Pep: Offered by Nelson, Baker & Company, Detroit, Mich., as a tonic laxative. Not yet in use.

Chip-Dip: Offered by Frederick Stearns & Company, Detroit, Mich., as disinfectant, germicide antiseptic. Claims use since May 10, 1922.

APPLICATION WITHDRAWN

John T. Milliken & Co., St. Louis, Mo., has withdrawn application for the registration of "Sterilo." The thirty-day notice of this application was published in Trademark Bulletin of January 19, 1923.

Prison Term for Violating Trade Mark Law

Edward Gluck, of 1184 Fox street, the Bronx, was sentenced February 26 to the workhouse for three months by the Justices of the New York Court of Special Sessions, after he had pleaded guilty to violating the trade-mark law. William E. Williams, manager of the Ames Co., of Fremont, Ohio, charged that Gluck had made dies and had printed counterfeit labels for a dental cement.

BOOK REVIEWS

(Continued from page 35)

laneous Vegetable and Animal Flavoring Materials" (describing a great variety of herbs, etc.), "Essential Oils" (preparation, analysis and a systematic survey of the chief oils), "Terpeneless Oils," "Floral Perfumes," "Natural Fruit Products" (very brief and unsatisfactory), "Compounded Flavors," "Odorous Chemical Products," including alcohols, phenols, aldehydes, ketones, esters and certain unclassified compounds.

The principal spices are illustrated in micrographs, which while good and representing considerable work, might have been better and represented less work, if a photomicrographic method of portrayal had been used, such as is shown in our own official reports (notably U. S. Dept. Agriculture and Mass. State Board of Health), and in Leach's "Food Inspection and Analysis." Many of the adulterations quoted under "Spices" are ancient and obsolete (especially in America) and the United States standards referred to are not of our latest revisions. Under mustard sinigrin is still referred to as "Potassium Myronate" and no data is given showing how different kinds of mustard seeds and adulterating rape and charlock seeds differ chemically. Under analytical methods there is no mention of the method of extracting spices with absolute ether, and rapidly distilling off the solvent in order to get the true content of volatile and non-volatile ether extract. Only the old method of drying over oil of vitriol for a day, whereby considerable volatile oil is lost, is given, aside from an approximate volumetric method. A referee in the A. O. A. C. has shown that a mixture of essential oil in absolute ether can be rapidly distilled, so that practically none of the oil passes over.

Under the title "Terpeneless Oils" are some statements that remind one of a manufacturer's claims, rather than the scientific truth. In spite of the fact that the sum of the oxygenated constituents in lemon oil (*i. e.*, about 6-7% citral, citronellal and esters) would not allow of a concentration greater than 16 times, yet the statement is made on page 108 that Terpeneless Lemon Oil "is about 20 times the strength of the ordinary oil." But under the next paragraph, the even more concentrated sesquiterpeneless lemon oil is reported as containing 61% citral, which would represent a concentration of about 13 to 14 times.

As said above, in such a compilation of data there is bound to be some inaccurate statements, etc., but, as in this little book the proportion of chaff is small, as compared with the wheat, one will surely get enough for his money to warrant the investment.

A very complete index concludes the volume; and there are numerous references to the scientific and technical literature.

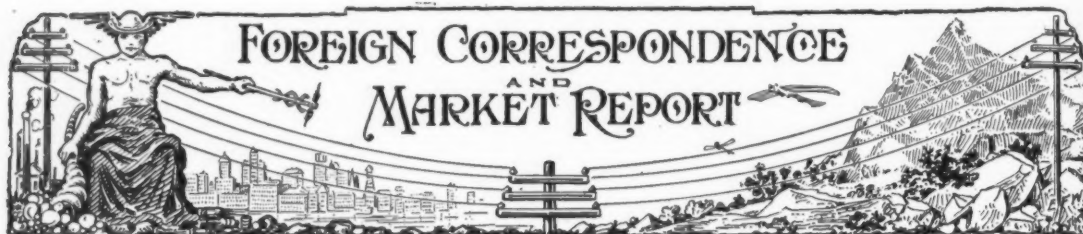
R. O. Brooks.

German Patent Fees Increased

A new decree raises the German registration fees for patents, trade-marks, and designs to five times the rates in effect since July 1, 1922. The new rates went into force on December 1, 1922, and apply to all payments subsequent to that date. One month is allowed within which the difference between the old and new fees may be remitted.

News Permeates Every Page.

The text pages of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain *all* of the news. You must read the advertising pages also to get the full benefit.



BELGIUM

INCREASED DUTIES.—Pending the general revision of the Belgian tariff the Parliament has doubled the import taxes on sugar and tobacco. The old stamp, luxury and inheritance taxes have been extended.

COLOMBIA

TARIFF CHANGES.—A new decree in Colombia replaces excise taxes on luxuries by increased import duties. The consumer's tax is continued only on native goods, and collections are made through the treasury department. Among the import duty changes are the following:

Tariff No.	Articles.	Former rate. Pesos per gross kilo.	New rate. Pesos per gross kilo.
1343	Perfumery—		
	Dentifrice and tooth powders, scented..	0.80	1.30
1344	Perfumed alcohol, Florida water, Geneva water, and other similar toilet waters.	0.50	1.00
1346	Cologne water	1.50	2.00
1347	Cosmetics for hair, skin and nails, including brilliantine	2.00	2.50
1349	Essences, perfumed, for the handkerchief, not oil, or essential oil.....	2.00	4.50
1353	Hair tonics, perfumed.....	1.00	1.50
1355	Perfumery, not specified.....	2.00	4.50
1356	Powders for the toilet, perfumed, and powder puffs	1.50	2.00
1358	Dyes and tints for the hair.....	2.00	2.50

GREAT BRITAIN

TOILET AND EXTRACT DUTIES LIBERALIZED.—Walter S. Tower, commercial attaché at London, reports as follows: Toilet oils, soaps, creams, powders, etc., when unmedicated and ready for use, and toilet and medicinal preparations and flavoring extracts, when mixed with dutiable ingredients, are now admitted free of duty into the United Kingdom when the dutiable ingredients do not exceed 10 per cent of the total value.

GREECE

OLIVE OIL EXPORT PROHIBITED.—The exportation of all olive oil from Greece has been prohibited, beginning December 28, 1922. Present stocks of olive oil are being requisitioned by the Government. The Ministry of War has already issued orders to the military authorities at Crete, Corfu, and Mytilene to assist the agents of the Government charged to seize the stocks of oil.

NEW SCHEDULE OF EXPORT DUTIES.—By a Greek law which went into effect on January 11, 1923, export duties, collected in bank notes, are imposed on soap and olive oil.

UPWARD REVISION OF IMPORT DUTIES.—Several important changes are made in the Greek customs tariff by a law which went into effect on January 11, 1923. The import duty on cocoanut and palm oil, unrefined, for soap works (item 43c) has been doubled, making the present general rate of duty 100 drachmas and the conventional rate, which applies to United States products, 60 drachmas per 100

(Continued on page 42)

THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

The past month has been characterized by increased anticipatory buying on the part of essential oil consumers. Prices on the whole are firm with more advances than declines in evidence. Seasonal buying is asserting itself in not a few specialties the most interesting development perhaps being the large volume of business which has been put through in sandalwood, cloves, bay and cassia oils. Manufacturers and jobbers have been active on the buying end of the market. The general group of flower oils continues to stiffen under bullish advices from Grasses which predict still higher prices for the summer months in such items as geranium, rose and cassia. The season of heavy consumption in oil of citronella is just ahead and this product is accordingly showing much firmer tendencies.

Leading citrus oils have started giving a better account of themselves, orange being about 25 to 50 cents a pound higher under the impulse of cables relayed from Messina. The 50-cent advance which has been named in sandalwood follows the development of quite a scarcity in the genuine Indian Mysore quality. With the exception of clove oil which has been backing and filling in accordance with the conflicting character of reports received as to the status of the raw materials most of the leading spice oils continue in decidedly firm position. Cheaper supplies of almonds, hemlock, thyme, ylang-ylang, mustard, rosemary, wintergreen and wormwood have become available, but with these exceptions practically everything on the list is being quoted at somewhat higher prices.

The business news of the period has generally been of a bullish character, advancing prices, further gains in production, record car loadings, increased labor shortages and active speculation in practically all exchanges having been the outstanding features. There has been a plentiful supply of money for the purposes of making new commitments, both for business and stock market purposes. In fact, there has developed a conviction in some well informed quarters that the pace has been too fast for the advent of Spring and the resumption of out-door work will all tend towards the bidding up of wages. There is a possibility that production costs in some lines may be forced to such a high point that they will make even current selling levels unprofitable. So far, however, production has shown a steady expansion and as a rule has been keeping step with the upward trend of prices. Cheap money no doubt has been responsible for the continued maintenance of price levels, but whether the purchasing power of some of the out-of-town consuming interests will prove adequate to maintain it, remains to be seen.

Sanguine business prognosticators were not expecting general business conditions to continue to show expansion for more than a six months' period. Some of them now admit that the current rate of industrial activity may be maintained until the end of the year. Others see danger in the large amount of buying for purely speculative purposes. Such material is not removed from the market but is merely held off the market until such time as there has been a further appreciation of prices. A few pessimistic forecasters go so far as to predict that the period of prosperity into which we are now headed will be ended abruptly through labor shortages. But little reliance can be placed on European buying, as a nucleus for added prosperity for our domestic industries,

(Continued on page 42)

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice because of the present unstable conditions.)

(See last page of Soap Section for Prices on Soap Materials.)

ESSENTIAL OILS

Almond, Bitter, per lb...	\$3.75@	\$4.25	Orange, sweet, West Indies	2.60@	2.70	Cumarin, artificial, foreign	4.50@
Almond, S. P. A.....	4.00@	5.00	Orange, sweet, Italian... ..	2.75@	2.90	Diphenylmethane	2.25@ 2.50
Almond, F. F. C. "art" ..	1.75@	2.25	Orange, Calif.....	1.75@		Diphenyl oxide85@ .90
Almond, Sweet True....	40½@	.45	Origanum, imitation40@	.45	Ethyl Cinnamate	5.50@
Almond, Apricot Kernel.	.25@	.29	Orris Root, concrete, foreign	5.25@		Eucalyptol80@ .85
Amber, crude	1.25@	1.35	Orris Root, concrete, domestic	3.50@		Eugenol	4.00@ 4.25
Amber, rectified	1.40@	1.50	Orris Root, absolute (oz.)	57.00@		Geraniol, domestic	3.75@
Amyris, balsamifera	4.15@	4.50	Parsley	6.50@	6.75	Geraniol, foreign	3.00@
Anise, "lead free U.S.P." ..	.54@	.60	Patchouly	9.50@	10.00	Geranyl-Acetate	6.00@
Aspic (spike) Spanish...	.80@	.85	Pennyroyal American....	2.25@	2.35	Heliotropin, domestic...	2.00@ 2.25
French	1.15@	1.25	Pennyroyal, French.....	1.70@	2.00	Indol, C. P.....(oz.) ..	9.00@
Bay, Porto Rico.....	2.50@	2.70	Peppermint	2.85@	3.00	Iso-Butyl-Salicylate	nominal
West Indies	2.50@		Peppermint, redistilled...	3.05@	3.45	Linalool	4.50@ 4.75
Bergamot, 35-36 per cent.	2.85@	3.00	Petit Grain, So. American	1.60@	1.85	Linalyl Acetate	9.00@
Birch sweet N. C.....	2.75@		Petit Grain, French.....	8.00@	9.00	Linalyl Benzoate	nominal
Penn. and Conn.....	3.25@	3.50	Pimento	1.90@		Methyl Anthranilate....	4.25@ 4.50
Birch tar, crude	1.25@	1.35	Pine Needles, from Pinus Sylvestris	2.10@		Methyl Cinnamate.....	5.50@
Birch tar, rectified	1.75@	1.90	Rose, Bulgaria.....(oz.) ..	5.75@	6.00	Methyl Heptenone.....	9.00@
Bois de Rose, Femelle... ..	2.65@	2.90	Rosemary, French... (lb.) ..	.55@		Methyl Heptene Carbon...	46.00@
Cade, U. S. P. "IX".....	.50@		Rosemary, Spanish.....	.45@	.48	Methyl Paracresol.....	12.00@ 14.50
Cajeput, Native U. S. P..	1.05@		Rue	4.25@	5.00	Methyl Salicylate.....	.55@ .62
Calamus	4.25@	10.00	Sage	2.50@	2.60	Musk Ambrette	15.60@
Camphor, Jap, "white" ..	.13½@	.16½	Sandalwood, East India ..	8.00@	8.25	Musk Ketone	14.00@
Cananga, Java	2.50@		Sassafras, artificial.....	.50@		Musk Xylene	3.25@ 3.40
Cananga, Java, rectified..	3.00@	3.15	Sassafras, natural90@	1.05	Nonylic Alcohol	nominal
Caraway Seed, rectified..	6.25@	7.25	Savin, French	3.50@		Phenylacetaldehyde	11.00@
Cardamom, Ceylon	22.00@		Snake Root	18.00@		Phenylethyl Alcohol... ..	9.75@ 10.00
Carvol	12.00@		Spearmint	2.65@	2.75	Phenylacetic Acid	3.25@ 3.50
Cassia, rectified, U.S.P... ..	2.25@	2.35	Spruce	1.60@	1.75	Rhodinol, domestic.....	18.00@
Cedar Leaf95@	1.00	Tansy	9.00@		Rhodinol, foreign.....	18.00@
Cedar Wood26@	.30	Thyme, French, red.....	1.30@	1.40	Safrol52½@ .60
Celery	10.00@	12.00	Thyme, French, white....	1.40@	1.50	Skatol, C. P.....(oz.) ..	57.00@
Cinnamon, Ceylon	13.50@	13.75	Thyme, Spanish, red.....	1.00@		Terpineol, C. P., dom... ..	.55@ .59
Citronella, Ceylon75@	.77	Vetivert, Bourbon	5.50@	5.75	Terpineol, C. P., imp... ..	nominal
Citronella, Java84@	.86	East India	30.50@		Terpinyl Acetate	1.50@ 1.65
Cloves, Bourbon	3.50@		Wintergreen, Southern... ..	4.25@	4.35	Thymol	4.00@
Cloves, Zanzibar	2.10@	2.20	Pennsylvania	5.25@		Violet, artificial.....	5.50@ 17.00
Copaiba40@	.50	Wormseed	4.60@	4.75	Vanillin41@ .46
Coriander	21.50@	22.00	Wormwood	7.00@	7.50	BEANS	
Eucalyptus,	1.00@	1.30	Ylang-Ylang, Manila....	30.00@	40.00	Tonka Beans, Para.....	.95@ 1.00
Aus., "U. S. P."53@	.60	Ylang-Ylang, Bourbon... ..	6.00@		Tonka Beans, Angostura..	2.00@ 2.25
Fennel, Sweet	1.30@	1.70	DERIVATIVES AND CHEMICALS			Vanilla Beans, Mexican..	9.50@ 12.00
Geranium, Rose Algerian	7.75@	8.25	Acetophenone	3.75@	4.00	Vanilla Beans, cut.....	7.00@ 7.50
Geranium, Bourbon	5.50@	6.50	Amyl Salicylate, dom... ..	1.55@	1.70	Vanilla Beans, Bourbon	
Geranium, Turkish			Amyl Salicylate, foreign..	1.60@		cut	3.00@ 3.50
(palma rosa)	5.00@	5.25	Anethol	1.30@	1.50	Vanilla Beans, Tahiti yellow label	1.80@ 2.00
Ginger	6.00@		Anisic Aldehyde, foreign.	4.50@		White label	2.25@ 2.50
Gingergrass	3.75@		Domestic	3.50@	4.00	SUNDRIES	
Guaiac (Wood)	4.85@	6.00	Benzaldehyde, domestic ..	1.40@	1.55	Alcohol Cologne spts, gal.	4.77@ 4.90
Hemlock	1.60@	1.75	U. S. P.....	1.60@	1.75	*Ambergris, black..(oz.) ..	10.00@ 18.00
Juniper Berries, rectified.	1.90@		Benzaldehyde, F. F. C. domestic ..	1.60@	1.75	Ambergris, gray....(oz.) ..	25.00@
Lavender, English	32.00@		Benzyl Acetate, domestic ..	1.75@	2.00	Chalk, precipitated03@ .05
Lavender, U.S.P. "TX" ..	3.25@	3.85	Benzyl Acetate, foreign..	1.30@	1.55	Civet horns.....(oz.) ..	2.75@
Lemon77@	.83	Benzyl Benzoate	1.85@		Lanolin hydrous21@ .27
Lemon "Calif"75@		Borneol	3.50@		Lanolin anhydrous25@ .31
Lemongrass85@	.90	Bornylacetate	4.25@		Menthol	9.00@ 9.25
Limes, distilled65@	.70	Bromostyrol	4.50@	4.75	Musk, Cab., pods... (oz.) ..	nominal
Limes, expressed	2.00@	2.25	Carvol	12.00@		Musk, Cab., grains (oz.) ..	nominal
Linaloe	2.20@	2.45	Cinnamic Acid	3.00@	3.50	Musk, Tonquin, gr. (oz.) ..	37.00@ 37.50
Mace distilled95@	1.05	Cinnamic Alcohol "Solid"	14.00@	14.50	Musk, Tonquin, pods (oz.) ..	23.00@ 23.50
Mirbane12@	.17	Cinnamic Aldehyde.....	4.50@	4.75	Orris Root, Florentine, whole09½@ .11½
Mustard, genuine	16.00@		Citral C. P.	4.75@	5.00	Orris Root, powdered....	.12@ .15
Mustard, artificial	2.85@	3.00	Citronellol, domestic.....	7.00@	7.60	Rice Starch16@
Neroli, Bigarade, Petale Extra	175.00@	200.00	Citronellol, foreign.....	7.00@	7.60	Talc, Italian	45.00@ 60.00
Neroli, Bigarade, Petale	135.00@	150.00	Cumarin, natural	15.00@		Talc, French.....(ton) ..	25.00@ 50.00
Nutmeg95@	.97	Cumarin, artificial, domestic ..	4.25@		Talc, domestic	18.00@ 40.00
Opoponax	28.00@						
Orange bitter	2.40@	2.75					

*Nominal.

THE MARKET

(Continued from page 40)

for Europe generally continues in the doldrums, despite the humming momentum which has been attained in business here.

With the advent of Spring there will be seasonal buying in a large number of products and the trade generally has been making preparations to move essential oils early in the season. Short stocks are threatened in a number of directions and leading distillers and jobbing houses have cautioned consumers that risks are involved in delaying purchases too long, as a good many items are speculative, because they have not been stocked on account of excessive risks which accompany buying raw material supplies too far ahead. The great surge forward which was a feature during January and February is generally continuing into March and the Spring months.

Aromatic Chemicals

Issuance of permanent regulations governing importations of the various synthetic odoriferous and aromatic chemicals including flavors which are dutiable under paragraphs 27 and 28 of the Tariff Act of 1922 may have given importers of these products a clearer insight into the workings of the Custom law, but apart from additional formulae for the working out of American valuation it can hardly be said that any of the handicaps under which the importer is laboring have been removed. The importer is willing enough to pay the regular duty on any product he may be bringing into the country, but he is in the same old quandary in that he may be bringing in some product that is of a competitive character and he is unable to ascertain its true selling price in this market. He must resort to the expedient of consulting some friendly customer for the purpose of ascertaining the selling price as appraising officers only supply selling prices under certain conditions.

The official form permits information as to the selling price of a competitive article if the importer can show he cannot get this information himself, but information as to prices of non-competitive articles is forbidden. Importers contend they are being penalized for lack of definite knowledge, since when they apply to manufacturers for given prices their requests are usually ignored. According to some importers American manufacturers are filing abnormally high figures, the case being cited of phenylacetaldehyde which was given an American valuation of \$12.50 when it could be bought in the open market for \$9.

The general position of aromatic chemicals and allied products has been irregular. Makers of vanillin have cut their prices to 41¢@41½ cents in quantity lots of 400 ounces, while smaller packing is held at 41½¢@42 cents as to quantity. Among the more important upward revisions is an advance in carvol at \$12; geraniol at \$3.75; geraniol acetate at \$6; methyl heptene carbonate at \$46; phenylacetic-aldehyde to \$11, and phenylethyl alcohol to \$9.75. Important concessions in price have been granted in the following: heliotropin, anethol, acetophenone, benzaldehyde, bromostyrol, cinnamic alcohol, citronellol, xylene musk, and terpinyl-acetate.

Natural Perfumery Products

Buyers have been holding off from menthol awaiting a further decline. Case lots were offered down to \$8.25 a pound but the edge is off the market with the passage of the season of active consumption. Buying interest in Japan is also reported on the wane, although it is generally believed that Japan's exports during 1922 were considerably ahead of those for the preceding twelve months. Gray ambergris has been revised downwards to \$25 an ounce. Orris root is pointing higher on an expanding general demand.

Vanilla Beans

It has been a between season period in the vanilla bean markets with consumers generally inclined to delay purchases pending fresh developments from the primary market in Mexico. New crop Mexican vanilla is under process of being cured and it is yet too early to arrive at any definite ideas as to the size of the crops, although it is taken for granted that the Mexican output will be somewhat smaller than it was a year ago. Such spot supplies of Mexican vanilla beans as are available are mostly engaged ahead on

contract deliveries, so that the existing range of prices of from \$9.50 to \$12 a pound is regarded as almost wholly nominal. The market for Bourbon vanilla continues to strengthen with reports from Marseilles indicating that the crop is only approximately one-third of normal. The supply of prime material is perhaps a little larger than that of the medium grades, but the range of prices here is firm at from \$3.50 to \$4.25 a pound. The available stocks at Marseilles and Bordeaux have been sharply reduced by recent purchases by leading consumers.

Tonka beans were influenced downwards to some extent through the prospects of the harvesting of a crop of some 200,000 to 250,000 pounds. There has been favorable and prolific flowering in many sections of Venezuela. The entire crop will be cured at Trinidad and exported from there due to the possibility of rum in bond being used for the curing process which makes the expense smaller.

FOREIGN CORRESPONDENCE

(Continued from page 40)

okes (1 oke equals 2.8 pounds). The import duty on articles not specified has been doubled, making the rate 40 per cent ad valorem, based on the c. i. f. value at port of entry. On certain luxury articles the import duty, which is payable on a gold basis, will be collected in bank notes at a rate of exchange fixed on the 25th day of each month by a special committee appointed for that purpose. The value of 1 gold drachma was fixed at 15 paper drachmas for January.

ITALY

CHANGES IN CUSTOMS VALUATIONS.—Commercial Attaché H. C. McLean, Rome, reports that among the few ad valorem duties quoted in the Italian tariff are those on essential oils and allied products. The values on which the duties on these products are calculated are fixed periodically by the Ministry of Finance, which has issued a decree, effective January 1, 1923, and fixing the official values in gold for the products under sections 658-a-6, 658-b, 661, and 767 of the Italian tariff. These sections include essential oils not specially mentioned, terpeneless essential oils, synthetic perfumes and constituent essences, and alkaloids not specially mentioned, and salts thereof. Some of these commodities are given a higher valuation, while for others the valuation is lower than formerly.

DECREASE OF STAMP TAX.—The stamp tax on perfumery and medicinal specialties has been modified by a ministerial decree effective January 1, 1923. The new tax is 0.05 lire for each half lire or fraction thereof. The limit of exemption from the tax is 1 lire.

POLAND

THE POLISH COSMETIC INDUSTRY.—In spite of every endeavor, the Polish chemical trade is not able to meet the demand for essential oils, which are required by the national cosmetic industry. The latter industry has not only to fight against foreign competition, but with the acute scarcity of raw materials, most of which have to be imported from abroad. The rise in prices which has begun in the markets of the world for these raw materials, and also higher wages and costs of packing, are factors which have placed the Polish chemical industry in a critical position. The lack of working capital is also hampering manufacturers considerably. The reported reduction in the price of alcohol will not affect the Polish cosmetic industry, as this reduction plays a very small part in comparison with the cost of all other raw materials which are necessary.



VICTORY WON ON OLIVE OIL FOOTS

In our Washington Correspondence on page 9 will be found a full account of the successful move of the soap industry interests to defeat the attempt to put a duty on olive oil foets. The fight was a hard one, and the ruling to impose the duty was printed in the official Treasury Decisions, although it had been ordered to be held up.

Readers of this section will be interested also in other features at Washington and in our three-page report of the recent Colgate convention. As usual, items of interest will be found in the Trade Notes and other pages.

STATISTICS OF DECEMBER EXPORTS

On page 529 of our February issue we gave the complete totals of soap exports for the calendar year 1922. We now have received the detailed report of the soap exports for the month of December, which were included in those totals. Except in minor details there is little change in the average for the last few months. The totals for December, with the November figures in parenthesis, are given below: Toilet or fancy soaps, \$211,013 (\$333,392); laundry soap, \$399,371 (\$355,806); other soap, \$149,715 (\$111,557).

LIQUID SHAVING SOAPS

Take 30 parts of white tallow, 12 parts of coconut oil, 18.5 parts of 50° soda lye, 4 parts of potash dissolved in 15 parts of water, 35 parts of glycerin, 30 parts of alcohol or isopropyl alcohol. The tallow and coconut oil are mixed in the usual manner with the soda lye, the mass being allowed to warm up by itself. The potash solution and the glycerin are added to the saponified mixture while it is still hot, and the alcohol is added last. Then the kettle is covered to let the soap become clear. As soon as it has cooled a little it is perfumed and packaged. The soap should be neutralized with care. Appropriate perfumes are oil of geranium with a little oil of bergamot or oil of bitter almonds and a little oil of caraway. One may also proceed as follows: 10 parts of potash, 300 parts of medicinal soap are added to 300 parts of cold water and heated until entirely dissolved. Recommended perfumes are oil of lemon, oil of citronella and oil of mirbane.—*Die Seife, Budapest.*

San Salvador's Duty on Toilet Soap

A decree, dated August 22, and published in the *Diario Oficial* of San Salvador on August 24, modifies the Legislative Decree of May 11, 1921, by excluding perfumed and toilet soap from the list or articles subject to increased duty, and fixes the import duty thereon at the reduced rate of 40 centavos (gold) per kilogram. The decree went into force on the date of publication.

PRICKING THE SOAP BUBBLE

As a result of generally unsatisfactory profits from operations in the years 1921-1922, when due to strikes, high costs of raw materials, used in stearic acid and candle production as well as high costs of replacing worn out machinery and equipment, a well-founded rumor has been circulating throughout the oils and fats trades that stearic acid manufacturers were contemplating a consolidation or association of interests. The sharp appreciation in costs of practically everything which enters this industry, especially the increased allowances which must be made each year for general depreciation of machinery which has resulted in operations at an actual loss, prompted leading manufacturers to call a meeting to discuss ways and means of securing fair prices for their product. Tentative plans for meeting the conditions outlined were discussed, the object being to arrive at some method whereby a fair honest manufacturing profit could be obtained in the near future.

The inference accepted in some quarters that a merger of stearic acid manufacturers' interests was in contemplation is spiked as entirely erroneous by well-posted handlers of the product. In the first place the stearic acid industry of the country is in the hands of interests who for various reasons could not consolidate to good advantage. Soap makers who point to the sudden jump in prices for triple pressed stearic acid to as high as 15½@16 cents a pound were under the impression for a while that this appreciation was the result of some contemplated plan of this character, but it can be stated with a reasonable degree of positiveness that stearic acid producers themselves would benefit in no substantial manner through any combination, excepting perhaps in the event that prices could be maintained which in the light of subsequent developments seems quite improbable. In the first place there are not a sufficient number of interests involved to make a consolidation successful. Secondly, the various stearic acid manufacturers nearly all use different processes in manufacture, while last but not least is the fact that geographical limitations would prevent a successful merger of this nature. Stearic acid factories are located in widely separated communities, such as Cincinnati, Syracuse, points in Illinois, Indiana, Montana and along the Atlantic seaboard. Moreover, a consolidation of these interests would be contrary to all existing laws, particularly the Sherman anti-trust law.

The big boom which has been on in all oleaginous materials in the past six months, particularly in tallow, is looked upon as being only of a temporary character by the big soap making interests. One of the principal purchasing agents for soap stocks just back from an extensive European tour of investigation can see few evidences of prosperity in soap making and allied lines in Europe and is con-

vinced that the appearance of prosperity here can prove but temporary. Despite the high prices prevailing here there is no shortage of fats, oils or greases in this country in his opinion. In fact, if soya bean oil could be brought in he is convinced there would be a scarcity of nothing. Coconut oil, he points out, can be bought as low as 8½ cents, but if it bore a true relation to tallow it would be selling at not less than 11 cents. Palm oil is also well under the equivalent price for tallow at its current basis of 7¼@ 7½ cents. There was a temporary flurry in red oil attending the imposition of a duty of 10 per cent on olive oil foots but now that the latter again has free entry the edge is off the market. It is safe to venture the prediction that the whole soap bubble will have been burst not later than the middle of May, in the opinion of many observers.

Formal announcement that imports of olive oil foots are admissible to the country free of duty was only obtained after violent protests from importers, represented by the Bureau of Raw Materials for the American vegetable oils and fats industries, the vegetable oils, fats and wax committee of the New York Produce Exchange, the Oil Trades Association of New York, the Oil Trades Association of Philadelphia, the Boston Trades, the Silk Dyers' Association of Paterson, N. J., and the Importers and Exporters National Council.

The final decision of the Treasury Department upholds the Collector of Customs at New York that the terms sulphurated olive oil and olive oil foots are not synonymous terms and that these products are entitled to free entry under paragraph 1632 of the Fordney-McCumber Tariff law. The fact that neither foots nor sulphur oil are mentioned specifically in the tariff led to much of the misapprehension regarding olive oil foots. The only reference to such derivatives of the oil crushing industry were in paragraph 1632 relating to olive oil rendered unfit for food. The abrogation of the edict within a few days served to emphasize the lack of a definite basis upon which to rule as to the status of this type of oil.

Professor Guido Rossati, of the Italian Chamber of Commerce, described the process by which sulphur oil is produced as distinct from foots, stating that the first three pressings of the olive pulp produced edible oil, but that after these three operations from 7 to 10 per cent of the oil remained in the cake. The latter is extracted by a solvent—bisulphide of carbon, hence the name sulphur oil. The propaganda of animal oil makers, whose product is largely used in the textile soap industry, actuated the original attitude of the department it is believed, for no more fallacious argument could be made than that the government would be able to derive any considerable revenue from the proposed impost. About 15,000,000 pounds of this commodity are imported here annually and on the basis of the average cost of 7 cents a pound at the point of origin, the proposed duty would not yield more than \$105,000, which is entirely out of proportion to the injustice and injury that the enforcement of such a tax would work on soap and textile manufacturers using this material in their industry.

Just as 1921-1922 was a period of shortage it is becoming increasingly apparent that 1922-1923 will be years of great plenty in the matter of world supplies of oils and fats, in the opinion of those familiar with world conditions who say that the elevated plane for oils and fats is entirely due to the duration of the conditions of shortage from the 1921-1922 season. The condition of quasi-famine in the matter of supplies may be followed by a feast, if the opinion of these interests goes for anything, as in only two quarters of the globe is there apparent a shortage of supply at this time. This embraces a moderate shortage amounting to say 12 per cent in the peanut crop of China compared with 1921, and secondly the cotton seed oil crop of the United States, which is below a normal average.

On the other hand, there are a number of world surpluses including a bumper crop of flax seed in the Argentine, a tremendous supply of hogs in the United States, with great potential lard output and an unusually large crop of soya beans in Manchuria, in contrast to the claims of some who have argued for a tariff on the grounds that the growers of soya beans in Manchuria would feel discouraged and quit growing the beans if America shut out their oil. In addition there is a good crop of olive oil expected in the Medi-

terranean Basin and all this with an unrestricted supply of other staple oils and fats and other oil bearing materials which enter world commerce, such as tallow, peanut oil from quarters of the world other than China, copra, palm kernels, rapeseed, sesame oil, whale oil, etc.

Since the tariff on Oriental oils was promulgated not only have our exports of cotton seed oil been virtually stopped, but our lard exports have also been seriously interfered with. The production of lard in 1922 reached a total of 1,567,395,000 pounds, as against 1,430,521,000 pounds in 1921, or an increase of 137,000,000 pounds. The exports in 1922 amounted to 787,447,109 pounds, as against 892,892,358 pounds in 1921. In other words, the exports in 1921 amounted to 60 per cent of the total production, while in 1922 they had dropped to 50 per cent of the production. This situation is also hitting the cotton seed oil producers in that on account of two short crops of cotton they had not felt the tremendous increase in lard being thrown on the domestic markets as much as would ordinarily be the case, but it is a matter which must be seriously reckoned with in the immediate future.

CONDITION OF FRENCH SOAP INDUSTRY

Wesley Frost, American Consul at Marseilles has transmitted a report on the French soap industry to the Bureau of Foreign and Domestic Commerce at Washington. A strong autumn demand for common soap was revealed in the trade figures for October, which showed exports of 5,192 metric tons, as against 3,277 tons in the previous October. Perfumed soap was 283 tons, a decrease from the 1921 figures.

October imports of perfumed soap into France amounted to 54 metric tons, a gain of 13 tons, while common soap imports were 2,313 tons, an increase of 2,090 tons.

November prices showed a small increase over October, reflecting a continued increased demand. Bourse quotations are given on the shares of four large soap companies and one great candle factory as of June 29 and November 30. Etablissements Verminck advanced from 104 to 143.5 francs, L. Felix Fournier et Cie (candles), 97 to 133.5; Societe Francaise de Glycerine, 535 to 660; Huilerie et Savonnerie de Lurian, 349, dropped to 330; Savons de Marseille, from no quotation up to 46.

Consul Frost says: "The large soap companies have been working steadily for some months, and an appraisal of their earning capacity on the new world basis of reduced demand has become feasible. It is seen that while the unwarranted activity of 1919 and 1920 will not be resumed, there will be a continual, and probably a rising, market for soap and candles from now on.

"The rise in the value of Verminck shares was due to the circulation of insistent rumors that a dividend would be distributed at the end of 1922, and to favorable reports from the Antwerp branch of the Etablissements Verminck, which is operating on a good basis. There existed, however, an informed opinion that the expenditures still to be made in connection with the factory under construction at Port-du-Bouc would necessitate the accumulation of reserves, and would prevent the distribution of profits. A similar situation exists with regard to the Fournier Candle Works, whose dividends were passed in 1921. Here again increased efficiency and conservatism is said to be unlikely to manifest itself so quickly in dividends. The Huilerie Nouvelle paid a substantial dividend quite recently and the Savons de Marseille, whose shares sank to almost nothing last winter, is again quoted on the stock exchange."

"The rise in share values is partly due to the appreciation in francs of the stocks of raw materials purchased during the latter part of the summer."

Machinery for Extraction of Vegetable Oils

A report has been received from William G. Collins, secretary to the commercial attaché at Athens, on the olive-oil industry of Greece. This report contains a great deal of information of interest to manufacturers of machinery for the extraction of vegetable oils and can be obtained from the Bureau of Foreign and Domestic Commerce by asking for Exhibit IM-2.

ACTION OF SODIUM SILICATE WHEN USED IN SOAPS¹

The Detergent Value of Sodium Silicate: By A. S. RICHARDSON, Procter & Gamble Co., Ivorydale, Ohio

The possible advantages of sodium silicate in soap have been studied under the following headings: water-softening action, detergent action without admixture of soap, and effect on emulsification power of soap. The soap-sparing effect of sodium silicate varies with the conditions of its use, being most pronounced at high temperature and in hard water high in magnesium salts, under which conditions the amount of soap conserved may be more than the chemical equivalent of the sodium silicate used. Sodium silicate has probably no detergent action when used without soap, except so far as free fatty acid is present in the wash. Sodium silicate increases the emulsifying power of soap solutions, as shown by the drop number of the solution toward a mineral oil.

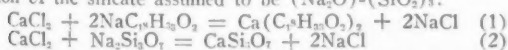
Nearly all household laundry soap of the ordinary grade sold in the United States contains sodium silicate. Some silitated soap is sold even for power laundry work, although the power laundry is usually advised to buy soap and "alkali" separately. For this practical success of silitated soap with the buying public the soap manufacturer is unable to offer a full explanation.

On the one hand, in common with sodium carbonate and certain other alkaline salts, sodium silicate unquestionably has a positive detergent value when used with soap. On the other hand, the use of sodium silicate makes possible the production of an attractive bar of soap at a low cost per pound, owing to the lowered true soap content of the bar. It would be more reasonable, perhaps, to attribute the success of silitated soap to the merit of sodium silicate as a detergent rather than to suppose that the purchasing public is persistently deceived by external appearances. This question, however, cannot be settled by the meager data at present available on the function of sodium silicate as a washing reagent.

The injurious action of alkaline salts upon woollens and silks and, to a less extent, upon linens is not considered herein. The manufacturer does not usually recommend a silitated soap for fine laundry work, and the public generally understands, whether with good reason or otherwise, that ordinary laundry soaps are not best suited for these particular fabrics. Aside from this possible danger of misuse, the obvious disadvantage of silitated soaps is that the purchaser, although obtaining a larger bar, obtains less true soap for his expenditure. If silitated soaps have a legitimate place in household laundry work, it is because the positive value of the silicate is sufficient to offset this disadvantage of increased cost per pound of true soap resulting from the use of the silicate. The purpose of the present paper is not to attempt a final answer to the questions raised above, but to present the results of certain of our studies which, as far as they go, are believed to contribute to a better understanding of the problem.

Water-Softening Action of Sodium Silicate

When silitated soap is added to hard water, the question arises as to whether the water will be softened at the expense of sodium silicate or at the expense of true soap. No work bearing directly upon this subject has been found in the published literature. Either true soap or sodium silicate alone is capable of precipitating quantitatively the calcium and magnesium present in hard water, approximately according to the following reactions, in which sodium oleate is chosen as an example of true soap, calcium chloride taken to represent the hard constituent of water, and the composition of the silicate assumed to be $(\text{Na}_2\text{O})\cdot(\text{SiO}_2)_3$:



If a mixture of sodium oleate and sodium silicate is added to water containing an excess of calcium chloride, the water will be partially softened at the expense of both soap and silicate. If further addition of the mixture of oleate and silicate is then made in excess of the amount necessary

to precipitate all the calcium, the water may under varying conditions be softened at the expense of the silicate, or at the expense of the soap, or in part by each. The interconversion of calcium precipitated as soap and calcium precipitated as silicate is readily effected, substantially as illustrated in the following reversible reaction:



The distribution of the water-softening effect of a silitated soap will depend upon the equilibrium of a set of reactions similar to (3). The equilibrium of reactions involving slightly soluble, precipitated electrolytes is ordinarily best described in terms of "solubility products," but it seems hopeless to attempt an exact application of this conception to such complicated materials as soaps and silicates. Either by the conception of solubility products or by consideration of the laws of mass action applied in some simpler form to Reaction 3, we are led to the following general conclusions:

1—The distribution of the water-softening effect of a silitated soap between silicate and true soap will depend primarily upon the relative solubility of the precipitated soap and the precipitated silicate.

2—The relative solubility of precipitated soap and precipitated silicate may vary with the nature of the soap, the composition of the silicate, the nature of the hardness of the water, and with the temperature.

3—Other things being equal, increase in the proportion of true soap in the mixture favors water softening at the expense of soap, and increase in the proportion of sodium silicate favors water softening at the expense of silicate.

With reference to possible variation due to differences in the character of the true soap, preliminary experiments indicated no essential differences in the soap-sparing effect of sodium silicate when mixed with sodium oleate and when mixed with a selected commercial brand of "pure" soap. The subject was not pursued further, and sodium oleate was used throughout the remaining experiments. Sodium oleate solutions have the very great practical advantage of not forming gels except at high concentrations.

The effect of varying the composition of the sodium silicate was studied in some detail. Within practical limits the water-softening action of a given amount of sodium silicate of varying composition showed little change, except that increasing Na_2O content of the silicate resulted in a slight but distinct increase in its water-softening action toward temporary hardness. In all the experiments reported in detail in the present paper, the composition of the silicate used was $(\text{Na}_2\text{O})\cdot(\text{SiO}_2)_{3.68}$.

The effect of different types of hardness and the effect of temperature upon the efficiency of sodium silicate as a water softener in the presence of soap is very marked, as illustrated in the experiments reported in Tables I and II. In these experiments 50 cc. of the various hard waters mentioned were titrated at room temperature $[28(\pm 1.5)^\circ\text{C}]$ and at the boiling point with a solution containing 1 g. of sodium oleate per 100 cc. In the room-temperature experiments, the titration was carried out in a 4-oz., tall-form bottle, and at frequent intervals the bottle was shaken in an approximately uniform manner. In the experiments at the boiling point, the same amount (50 cc.) of the various hard waters was boiled in a 200-cc. round-bottom flask at a slow and approximately uniform rate. In each case the amount of soap necessary to produce a distinct foam and the amount necessary to fill the vessel with foam were determined. The same procedure was repeated after first adding to 50 cc. of each of the hard waters 1.5 cc. of a 5 per cent solution of sodium silicate (0.075 g. solid).

The temporary hard water was a calcium bicarbonate solution originally containing 600 parts CaCO_3 per million, but at the time of its use the hardness had been reduced to approximately one-half this value by precipitation and sedimentation. The St. Bernard tap water, which is a deep-well water, showed a hardness of 330 parts CaCO_3 per million by the soap method. A complete analysis of the St. Bernard water was not made, but by analogy with similar water from the same neighborhood it may be

¹ Presented before the Division of Industrial and Engineering Chemistry at the 64th Meeting of the American Chemical Society, Pittsburgh, Pa., September 4 to 8, 1922, and published in *Industrial & Engineering Chemistry*, March, 1923.

assumed that the normality of the magnesium present was about one-half that of the calcium present.

TABLE I

Grams of sodium oleate necessary to produce foam from 50 cc. of various hard waters, with and without 0.075 g. sodium silicate added to the water.

Temp. ° C.	0.0025 M CaCl ₂	0.0025 M MgCl ₂	Temporary Hardness	St. Ber. hard Tap Water
Without silicate....	28	0.10	0.11	0.15
With silicate.....	28	0.10	0.01	0.15
Without silicate....	100	0.10	0.09	0.04
With silicate.....	100	0.01	0.01	0.01

TABLE II

Grams of sodium oleate necessary to fill vessel with foam from 50 cc. of various hard waters, with and without 0.075 g. sodium silicate added to the water.

Temp. ° C.	0.0025 M CaCl ₂	0.0025 M MgCl ₂	Temporary Hardness	St. Ber. hard Tap Water
Without silicate....	28	0.145	0.220	0.20
With silicate.....	28	0.150	0.130	0.20
Without silicate....	100	0.145	0.115	0.08
With silicate.....	100	0.090	0.010	0.11

Tables I and II indicate that sodium silicate is much more effective toward magnesium hardness than toward calcium hardness and also much more effective at 100° C. than at room temperature. Confirmation of these conclusions is obtained from the experiments shown in Tables III and IV, in which the same hard waters were titrated in the same manner as described above, except that the silicate was not added separately but was introduced by using a solution containing 1 g. sodium oleate together with 0.5 g. sodium silicate per 100 cc.

TABLE III

Cubic centimeters of soap solution necessary to produce foam from 50 cc. of various hard waters, with and without addition of sodium silicate to the soap solution.

Temp. ° C.	0.0025 M CaCl ₂	0.0025 M MgCl ₂	Temporary Hardness	St. Ber. hard Tap Water
Without silicate....	28	10	11	15
With silicate.....	28	10	9	14
Without silicate....	100	10	9	..
With silicate.....	100	7	3	..

TABLE IV

Cubic centimeters soap solution necessary to fill vessel with foam from 50 cc. of various hard waters, with and without addition of sodium silicate to the soap solution.

Temp. ° C.	0.0025 M CaCl ₂	0.0025 M MgCl ₂	Temporary Hardness	St. Ber. hard Tap Water
Without silicate....	28	14.5	22.0	20
With silicate.....	28	15.0	20.0	19
Without silicate....	100	14.5	11.5	..
With silicate.....	100	10.0	5.5	..

Table V, which is for the most part self-explanatory, shows some of the typical results of our further study of the effect of temperature, and also the effect of proportion of silicate used upon the water-softening or soap-sparing action of sodium silicate. The experiments at 25°, 50°, and 75° C. were carried out according to the room-temperature procedure already described, except that a water bath was used for temperature control.

TABLE V

Cubic centimeters of solution containing 1 g. sodium oleate per 100 cc. together with varying amounts of sodium silicate necessary to produce foam from 50 cc. St. Bernard tap water at various temperatures.

Temp. °C.	G. Silicate per 100 Cc.								
	0.0	0.1	0.2	0.3	0.4	0.5	1.0	2.0	4.0
25	17	17	17	16	16	13	11	10	10
50	17	16	14	13	13	13
75	15	14	13	13	13	13
100	12.5	6	5	4	4	4	2	1	0.5

The results shown in Table V not only show an increase in the water softening by silicate as the proportion of silicate to soap increases, but also show that a certain minimum of silicate must be present with soap in order to effect any

water softening at all by silicate. At ordinary temperature this minimum is considerable, even for a hard water high in magnesium. At 100° C., however, any practical quantity of sodium silicate was found to have a distinct soap-sparing effect. In fact, careful analysis of Table V will show that in some cases the apparent weight of soap conserved per gram of silicate used was several times the theoretical value calculated from Reactions 1 and 2. We are at a loss to explain so great a discrepancy, although it is partially explained by the fact that soap wastage is greater than indicated by Reaction 1, much sodium soap being dragged down by the insoluble soaps.

Since much of the water supply of this country is quite hard and since a considerable proportion of the household laundry work, if not the greater part of it, is done at 100° C., it is highly probable that the water-softening action of sodium silicate has been a large factor in the success of silicated soaps. The foregoing experiments, however, emphasized the impossibility of prescribing an ideal amount of silicate for use in such soaps, because each kind of hard water and each washing temperature present a separate problem.

Detergent Action of Sodium Silicate, Independent of Premixture with Soap

It has been recognized by many observers that the emulsifying action of dilute solutions of free alkali toward oils is dependent upon the presence of at least traces of free fatty acid in the oil, the alkali reacting with the free fatty acid to form soap. We believe that, in a similar manner, any detergent value of sodium silicate, when not mixed in advance with soap, is due primarily to the formation of soap or related compound by reaction with free fatty acid or related organic acid present in the material cleansed.

While free fatty acid is doubtless present in many of the materials which are subjected to washing by household laundry soaps, the total amount is not ordinarily large. The quality of the emulsion formed by reaction of sodium silicate solutions with greasy materials containing free fatty acid is more significant than the quantity of soap produced. When lampblack is mixed with oil or grease containing free fatty acid and the mixture shaken with a dilute solution of sodium silicate, we find that the suspension of lampblack so produced is characterized by unusual stability. This same stability does not result if sodium silicate is added to a suspension of lampblack previously produced by mixing it with a neutral hydrocarbon oil and shaking with a pure soap solution.

In connection with the reaction of sodium silicate and free fatty acid, mention may be made of the soap-sparing effect which results from the action of the silicate as a neutralizing reagent for stronger acids which decompose soap with formation of free fatty acid or acid soap.

Effect of Sodium Silicate Upon the Emulsifying Power of True Soap

Hillyer² proposed, as a measurement of the relative detergency of soap solutions, the determination of the number of drops delivered by a dropping pipet into kerosene. This method has been much used subsequently. Whatever its theoretical status, the method appears to afford a practical measurement of the relative emulsifying power of soap solutions, and the detergent value must closely parallel the emulsifying power.

Since some kind of alkali is more or less regularly used in laundry work, it becomes of interest to know the effect of alkali upon the drop number of a soap solution as proposed by Hillyer. When added alone to water, alkalis do not sensibly affect the drop number of water against kerosene. Hillyer states quite positively that "the number of drops formed by the (sodium) oleate is not increased by adding excess of alkali to either concentrated or dilute solution of oleate." Subsequent investigations throw much doubt upon Hillyer's observation.

Botazzi³ found that sodium hydroxide, when added to sodium oleate solution, first increased and then decreased the drop number. From the abstracts of this article available to the author it is not clear whether Botazzi's drop number

² J. Am. Chem. Soc., 25 (1903), 511.

³ Atti accad. Lincei, 21 (1912), II, 365.

refers to drop number in air or in some liquid. Incidentally, our own limited observations indicate that sodium silicate decreases the drop number and increases the surface tension of soap solutions toward air.

Shorter and Ellingworth⁴ showed that the drop number of potassium oleate toward benzene is increased by the presence of an excess of alkali.

Elledge and Isherwood⁵ showed that sodium hydroxide, sodium carbonate, and trisodium phosphate, all caused marked increases in the drop numbers of solutions of a commercial grade of soap of various concentrations toward kerosene. These same alkalis were found also to increase the amount of lampblack washed through filter paper by soap solutions—a fact which affords good evidence of the correlation between drop number and detergent power.

Following the method of Elledge and Isherwood, we have determined the increase in drop number produced by the addition of varying amounts of sodium silicate of composition $(\text{Na}_2\text{O}) (\text{SiO}_2)_{2.83}$ to soap solutions of varying strength in distilled water. The soap was a commercial flake soap containing 94 per cent true soap. The results are shown in Table VI.

Each of the above drop numbers is the average of two or more tests. The dropping pipet had a capacity of 5 cc. The temperature was maintained at 100° C. The time of delivery was 2 min., with a variation of ± 5 sec. The kerosene level was kept constant and the time controlled by

TABLE VI—DROP NUMBERS FOR SOAP SOLUTIONS WITH ADDED SODIUM SILICATE

Per cent Soap	Per cent Sodium Silicate					
	0.00	0.05	0.10	0.15	0.20	0.25
0.25	56	62	..	70	..	91
0.24	44	48	..	55	..	76
0.15	34	39	..	47	..	59
0.10	26	31	..	36	..	45
0.05	18	23	..	27	..	33
0.00	13.5	14	14	14	13.5	13.5

drawing the air which displaced the kerosene in the dropping pipet through a gradually decreasing head of water in a closed vessel.

These drop numbers show less increase due to sodium silicate than was observed by Elledge and Isherwood for the case of sodium carbonate, whether comparison is made on equal-weight or equivalent-weight basis. Direct comparison of two observers is, however, difficult for this method. With our own apparatus, we obtained a drop number of 50 in an experiment in which 0.10 per cent soap and 0.05 per cent sodium carbonate was used, as compared with a drop number of 60 reported for the same experiment by Elledge and Isherwood. The drop number which we observed under like conditions with silicate, instead of carbonate, was 31.

Although less than in the case of sodium carbonate, the increase in the drop numbers of soap solutions against kerosene, produced by sodium silicate is very marked, and indicates a distinct increase in the emulsifying power of the soap solutions.

ACKNOWLEDGMENT—The experimental work described above was carried out by Mr. J. T. R. Andrews and Mr. D. F. Naylor, to whom the author makes grateful acknowledgment.

⁴ *Proc. Roy. Soc. (London)*, 92A (1916), 231.

⁵ *Industrial & Engineering Chemistry*, 8 (1916), 793.

Clean Sweep on a Soap Contract

The Procter & Gamble Distributing Company, St. Louis, made a clean sweep of all the items advertised recently under circular 23-109, by the quartermaster supply officer, St. Louis. The company got a contract for a total of 143,840 pounds of laundry soap, with bids ranging from 4.97 cents to 5.39 cents.

The Italian Tax on Washing Soap

The *Unione Saponerie Italiane* corrects rumors about the proposed abrogation of the tax on the manufacturer of washing soap, and says that the Government has never contemplated the abolition of the tax.

FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

thirty days by soap manufacturers was exceptionally heavy.

Palm Oils were the most active, with sales of Niger Grade today at 7½¢, per pound New York, and importers are now quoting 8¢. per pound. Lagos sold at 8½¢. and spot is now held at 8¼¢. to 8½¢. New York. There is still a heavy demand from soap-makers, but offerings from the United Kingdom and Africa, particularly of Niger Grade, have lately been scarce. The market in England is slightly higher than it is here.

Cocoon Oil was quiet until about ten days ago, when sales were made at 8¼¢. and later 8½¢. per pound Pacific Coast, and 9¢. per pound New York, in seller's tank cars. At this writing there are several inquiries in the market, and some heavy buying is expected shortly. Reports from the Orient state that Copra has again advanced, and Coconut Oil is being sold to Europe at comparatively higher figures than the present prices here. Importers anticipate higher levels and are reluctant to make offers.

Crude Cottonseed Oil has taken another advance, with sales at 10½¢. per pound in the South, and offerings of Crude Oil are very light. This advance has stimulated buying of Crude Corn Oil, which sold yesterday at 10¼¢. per pound Middle Western point. Producers of Corn Oil are now holding firm at 10½¢. to 10½¢. f. o. b. Middle Western mill.

The proposed duty on Olive Oil Foots has been withdrawn by the Treasury Department. Spot Foots today can be bought at a slightly lower price than forward deliveries. The Italian market is firm and April forward shipments from Italy are quoted at 9¢. New York.

March 14, 1923

A. H. HORNER.

Industrial Chemicals

Improvement in practically all basic industries is reflected in the industrial chemical lines through an increased tendency on the part of principal consumers to anticipate forward requirements. Business, with few exceptions, has experienced rapid expansion and the general price situation has shown increased strength. A jump in prices for imported caustic potash, due to reduction of stocks, has enabled domestic makers to resume competitive business with the imported product. This resumption follows a shutdown of several years' duration. There has been increasing difficulty in the matter of procuring stocks of foreign chemicals, with prices showing a steady appreciation at shipment points. Abrupt advances in some industrial chemical products resulting from higher raw materials have taken the enthusiasm out of the buying, but in other instances there has continued rather keen competition for business. The Ruhr situation is being watched closely, as in all probability exportation will be materially cut if not altogether stopped.

Other Soap Making Materials

The consumption of rosins in not a few fields of endeavor is showing an increase. The disposition of consumers has been to go slow, however, because the new crop season is only about three weeks away and existing supplies are deemed large enough to cover all prompt shipments in the interim. There has been rather free buying of the lower grades of rosins by exporters, while the medium and pale grades have met fair buying on the part of the soap trades.

The bill authorizing government inspection, grading and standardization of naval stores and for guarding against the adulteration of goods involved in interstate commerce was passed by Congress. For the first time in the history of the country since the settlement of Jamestown rosins and turpentine will come under nation-wide regulation. From now on Federal authority, backed by Federal law, will work for the protection of producers, distributors and consumers.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal.)

The latest sales of the New York Extra Grade were made at 9½¢ ex producers plants, and in some instances at 9½¢ per pound delivered to buyer. This compares to the 8¾¢ level of a month ago for the same grade, an advance of approximately ¾¢ per pound.

Prices are firm, and producers are holding for more money with indications that buyers will follow.

In the Middle West and Western points tallow is selling at full and somewhat higher prices than this market.

The demand for greases of all kinds is insatiable with 8¾¢ for good quality house grease packed in iron drums, drums returnable and other grades at relative values compared to tallow.

Some buyers are inclined to become conservative as it must be realized that values have increased considerably from the low point of July, 1921, at which time tallow sold at 4½-4¾¢ per pound with a gradual advance practically without recession, to the present 9½¢ level.

Although commodities in general are selling considerably higher than a year or six months ago, nevertheless, fat stocks, particularly the low grades, have increased so very much in price, that conservatism is warranted.

The recent advance in lard, also cotton seed oil, on the other hand, has strengthened the bullish views on tallow and greases to such an extent that well informed quarters look upon a 10-10½¢ level for good tallow as a probability of the near future.

March 15, 1923.

TOBIAS T. PERGAMENT.

GLYCERINE

During the month just ended, the prices of Crude and Dynamite Glycerine have declined ½¢. per pound, but Chemically Pure has been maintained at 18½¢, in bulk, which is the quotation today. To be sure, some quantity has changed hands at a discount from this figure, but it has been mostly on the part of second hands, who have low priced contracts and are taking advantage of the opportunity to reap their profits. There have also been rumors of shading on the part of refiners and we have no doubt that such has been done, but as a rule they have held the price for less than carload business very firm and such is the case today, one of the principal reasons for doing so being to avoid making allowances on contracts already made, at around present prices. The call for Chemically Pure has apparently not been so good for the period under review, but there is no reason to suppose that the usual consumption is not going on and may perhaps be increased, in the case of the tobacco trade, at least, during the coming months. The powder trade has purchased Dynamite only sparingly and, whereas the larger people in that line should be buying now for their forward needs, they are not doing so and have let it be understood that they will be able to keep out of the market until well into the Summer. This has accounted, to a large extent, for the weakness which has developed in Dynamite and Crude and will, no doubt, result in a further decline, providing what they say is so

and they do not start buying for another two or three months. It is however, a well-known fact that these consumers are not in the habit of letting their real position be known, and they frequently start buying ahead of the time they are expected to do so, and without notice. Raw materials for soap making, of which Glycerine is a by-product, are high and advancing and ordinarily the by-product should be affected similarly, but such is seldom the case, so far as Glycerine is concerned, the latter being governed almost entirely by the law of supply and demand. We expect prices to be higher later in the year, but will not be surprised if the reaction in the grades mentioned extends to Chemically Pure and is continued until the demand for Dynamite asserts itself.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal.)

The Vegetable Oil markets have followed the rise in price of Tallow and Grease, and buying during the past
(Continued on preceding page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special, .09½¢. Edible, New York, .09½¢@.09½¢. Yellow grease, New York, .08¼¢@.09¢. White grease, New York, .10¼¢@.11¢.
Rosin, Savannah, March 15, 1923.

Common to good..	4.80c.	I	4.80c.
D	4.80c.	K	4.95c.
E	4.80c.	M	5.00c.
F	4.80c.	N	5.25c.
G	4.80c.	W. G.	5.70@5.75c.
H	4.80c.	W. W.	6.50c.
Starch, Pearl, per 100 lbs.....	\$2.82	@	\$3.10
Starch, powdered, per 100 lbs.....	2.72	@	3.00
Stearic acid, single pressed, per lb.....	.14	@	.14
Stearic acid, double pressed, per lb.....	.14½	@	.14½
Stearic acid, triple pressed, per lb.....	.16	@	.16
Glycerine, C. P., per lb.....	.18½	@	.19
Glycerine, dynamite, per lb.....	.17	@	.17½
Soap lye, crude, 80 per cent, loose, per lb...	.11½	@	.12
Soap lye, saponification, 80 per cent, loose, per lb.12½	@	.13

Oils

Cocoonut, edible, per lb.....	.10¼	@	.11
Cocoonut, Ceylon, Dom., per lb.....	.09¼	@	.09¼
Palm, Lagos, per lb.....	.08½	@	.08¼
Palm, Niger, per lb.....	.08	@	.08¼
Palm, Kernel, per lb., nominal.....	.08¾	@	.09
Cotton, crude, per lb., f. o. b. mill.....	.10	@	.10½
Cotton, refined, per lb., New York.....	.12¼	@	.12¼
Soya Bean, per lb.....	.13	@	.13
Corn, crude, per lb.....	.11¼	@	.11½
Castor, No. 1, per lb.....	.13¾	@	.14
Castor, No. 3, per lb.....	.13¼	@	.13½
Peanut, crude, per lb.....	.14	@	.15
Peanut, refined, per lb.....	.17½	@	.18½
Olive, denatured, per gal.....	1.15	@	1.17
Olive Foots, prime green, per lb.....	.09	@	.09½

Chemicals

Soda, caustic, 76 per cent, per 100 lbs.....	3.50	@	3.75
Soda Ash, 58 per cent, per 100 lbs.....	1.75	@	2.10
Potash, caustic, 88@92 per cent, per lb., f. o. b. Works08½	@	.08½
Potash Carbonate, 80@85 per cent, per lb., N. Y.08½	@	.08½
Salt, common, fine, per 100 lbs.....	nominal		
Sulphuric acid, 60 degrees, per ton.....	9.00	@	12.00
Sulphuric acid, 66 degrees, per ton.....	14.50	@	16.00
Borax, crystals, per lb.....	.05½	@	.06
Borax, granular, per lb.....	.05½	@	.06
Zinc Oxide, American, lead free, per lb.....	.06	@	.08

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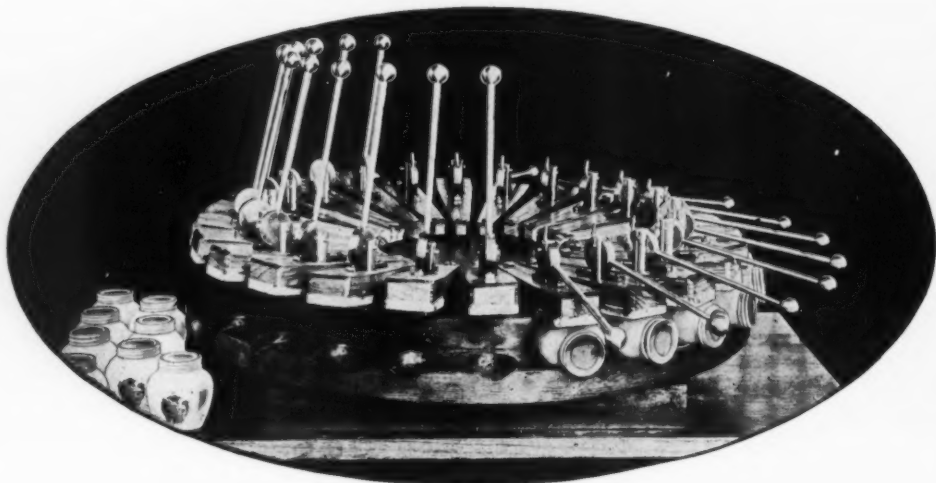
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*Collapsible
Tubes*



*Quality
and
Service*

WESTERN CARTRIDGE COMPANY

INCORPORATED 1898

EAST ALTON, ILL.



H. W. EDDY
"The Bond Man"

A Straight Talk to Manufacturers of Flavoring Extracts, Medicinal Preparations, Perfumes, Toilet Preparations and to Wholesale Druggists:

By H. W. Eddy — The Bond Man

MY business is to relieve you not only of the expense, but also of the annoying delays and correspondence which so frequently are occasioned when applications for permits, supplementary forms and other declarations required under the Prohibition laws are not properly drafted when submitted to the government.

Most bonding companies sell you the bond and you prepare or have prepared at considerable expense, the applications for permits and other necessary documents. My clients are relieved of the expense and annoyance of these troublesome matters. All details are taken care of by me—the applications for permits, supplementary declarations and the tabulating of the information required by the government is done at my office and forms are sent to applicants all ready for their signatures. They are then signed and returned to me. All documents are carefully checked and re-checked at my office before being sent to the government.

No charge is made for the extensive service I render my patrons—the price at which bonds are sold is the same as others charge.

Let me tell you more about my service—there is no obligation.

H. W. Eddy—The Bond Man

506 Olive Street

St. Louis, Mo.

KOLMAR Compacts "Second-to-none"

Shipt in bulk—SAFELY—at a Saving!

ECONOMICAL—

PRACTICAL—

Contains three to six dozen Rouge or Face Powder Compacts to the CompacTainer. Each package is compact—takes up little room in your establishment.

SAFE—

All compacts are packed in cotton wadding with paper discs between them. Guaranteed to reach you in perfect order.

HANDY—

Easily opened, just by pulling string which cuts the tape allowing CompacTainer to open like a book. Easy to assemble from, because it lies absolutely flat and rigid.

YOU CAN BUY "Second-to-none" COMPACTS at a saving

due to our new process of manufacture. Write for prices and samples.

—advantages
in buying Compacts
in Bulk—

FIRST HAND INSPECTION—

You inspect each compact first hand before it enters your vanities right in your own place, and not second handed as you now do, which costs you considerably more, you having to undo each separate vanity, open it and then make the inspection. Some of the largest buyers of compacts are adopting this plan eliminating thereby the attendant shortage claims and troubles arising because of the double handling of boxes and puffs.

SAVING—

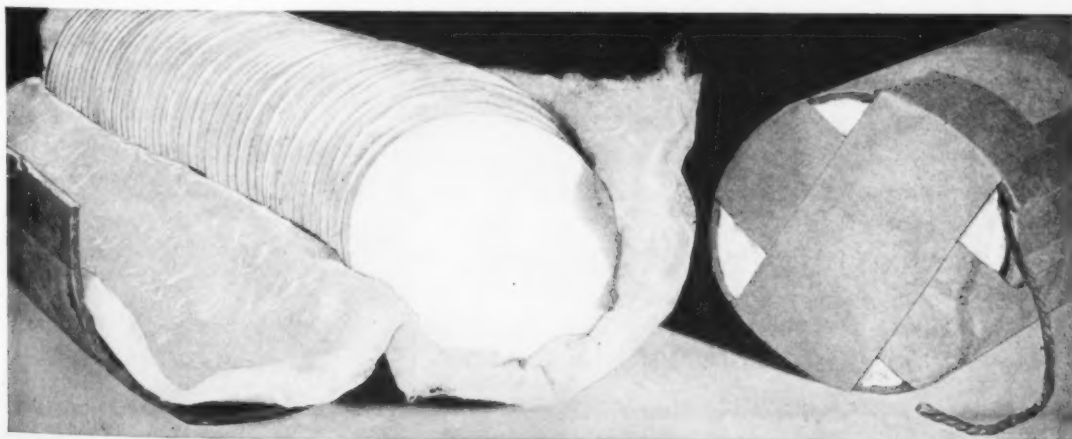
The fact that you do your own assembling will net you a saving and we being centrally located, can save you considerably in shipping charges.

KOLMAR Laboratories

MANUFACTURERS

647-49-51 Jackson Street MILWAUKEE, U. S. A.

The KOLMAR CompacTainer





NATURAL PRODUCTS COMPANY

Lilacs and Spring

THE thought of one almost certainly brings thoughts of the other. They are inseparable. When Spring comes there comes also a preference for lilac fragrance. The lilac which characterizes true fidelity to these wonderful blossoms may be counted upon to capture favor and preference.

LILAC NATURAL

typifies nature preeminently. Its delicate, flowery and faithful delineation places it in a position most incomparable for toilet waters, vegetales, lotions, etc. It is intense and tenacious.

LILAC No. 10

a less expensive interpretation for barber supply use. A product of supreme importance where price is a consideration.

Stocks ready for immediate delivery.

Samples on application.

"The Perfume Makes The Difference"

NATURAL PRODUCTS
COMPANY

Fine Basic Odorant Materials

175-5th Ave. ~ New York, U.S.A.

HLB

Q *for Toilet Preparations*

BEESWAX

WHITE and YELLOW

White Sun-Bleached Beeswax

Spermacetti Stearic Acid

Powdered Stearic Acid

White Paraffine Ceresine, All Colors

White Mineral Oil, All Grades

Crude and Powdered Carnauba

Refined Yellow Beeswax

Our products are endorsed by the
most discriminating trade.

Write for Samples and Prices

E. A. Bromund Co.

258 Broadway, New York City

Factory
Elmsford
New York

Frank B. Tracy, Agent
8 South Dearborn Street
Chicago, Ill.

"A Business Built on Recommendation"



COMPACTES

Poudre

Rouge

Hand made by French Plastic Method
or Machine Compressed on
Patented Metal Plates, Glass or Porcelain

COSMETIC SPECIALTIES

Supplied in Bulk or put
up under your own Name

INSTALLATION OF PLANTS

for the manufacture of
Poudre Compactes—Rouges
Eye Brow Pencils, Lip Rouges

Joseph L. Stummer, B. Sc., Ph. G.

Manufacturing and Consulting Chemist

Office and Laboratories:

201 Fulton Street, New York
(Opposite Hudson Terminal)

Telephone Cortlandt 2327

Cable Address: "Cosmetic"

A Gratifying Variety of *New Ideas*



A GRATIFYING variety of new ideas—a studied blending of colorful designs,—a new and smart style—neat and original, but always in good taste that appeals to feminine fancy and intensifies the desire for possession is always to be found in Rowell paper boxes.



E. N. Rowell Co., Inc.
Batavia, New York

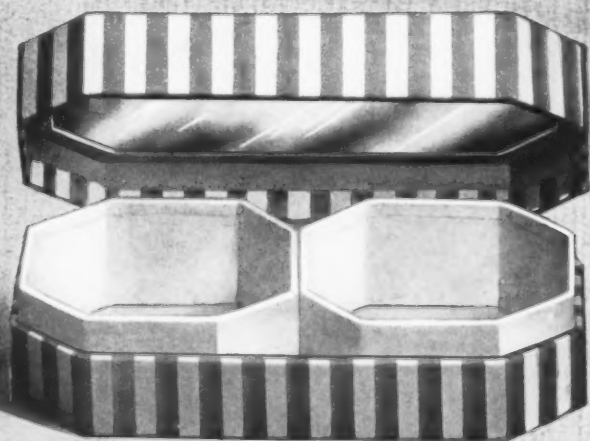


17 P

E. N. Rowell Co. Inc.
Paper Box Mfrs.
Batavia, N. Y.



30 P



31 P

GLASSWARE AND APPARATUS FOR PERFUMERS

Plain White Vials

Hand made of heavy glass with stoppers and rods. Ground tight. Capacity 3cc (9-10 vials will hold 1 ounce).

Ideal for Sampling

Deliveries
Immediate from
Stock

**Filling Apparatus**

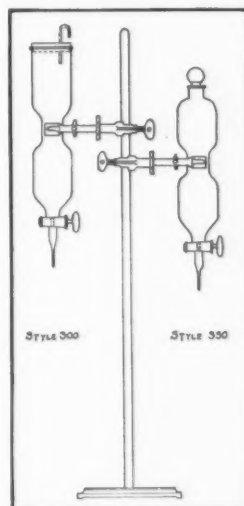
We specialize in the manufacture of apparatus for Small Vials and Bottles.

Style 300, complete, \$10

Style 350, complete, \$12

Special styles or sizes desired made to order or specification.

Write for full information.

**Colored Striped Perfume Vials**

Complete line of colored striped perfume vials in numerous styles, colors and sizes.

Non refillable perfume vials—a new creation to build sales for your perfumes.

**Sealtight Capping Material**

Watertight, airtight, immune to alcohol, ether, oils or grease. Easily applied, low in cost.

Laboratory Glassware

Full line of laboratory glassware and apparatus of all descriptions.

Write for Samples

SCIENTIFIC UTILITIES CO., Inc.

18 East 16th Street, New York, N. Y.

PARIS

HAMBURG

BERLIN

Special Service for Manufacturers of Cold Creams, Cosmetics, Lotions, Etc.

OUR products are made especially to suit the needs of exacting manufacturers of cold creams, ointments and other toilet and pharmaceutical preparations. Accordingly our products are refined to an unusually high degree and are tasteless, odorless and absolutely pure.

Our specialists will be glad to confer with you in the solution of any problem involving the use of mineral oils or jellies.

Formulas for cold creams, lotions, salves, etc., which have been tested by experience are available to our customers without charge.

Kremol

A pure white mineral oil of exceptional quality especially refined for use in manufacturing **COLD CREAMS, NOSE and THROAT SPRAYS** and general pharmaceutical purposes. Made in two grades—**LIGHT** and **HEAVY**.

Medicol

A medicinal white mineral oil of super-quality. Manufactured especially for *Internal Use*. Made in five grades—**LIGHT, MEDIUM, HEAVY, EXTRA HEAVY** and **SPECIAL HEAVY**. All grades more than conform to the requirements of the U. S. P.

Sherpetco

PETROLATUM

AMBER	LILY WHITE
LIGHT AMBER	WHITE SUPERFINE
CREAM WHITE	SNOW WHITE

Manufactured from strictly **PENNSYLVANIA CRUDE**, filtered for **COLOR, TASTE** and **ODOR**. All grades conforming to U. S. P. requirements.

Sheroline

A synthetic petroleum jelly, snow white in color, used as a base for **COLD CREAMS, CAMPHOR ICE, SALVES, OINTMENTS**, etc.

Write for Samples and Full Information.

SHERWOOD PETROLEUM COMPANY, Inc.

Quality Products—the standard by which all others are judged.

General Offices: Bush Terminal, Brooklyn, N. Y.

Telephones: { Sunset 8049
 { Sunset 7862

Refinery
Coraopolis, Pa.

Eastern Works,
Brooklyn, N. Y.



Service and Quality

IF your powder or rouge is of the highest quality
—and you pack it in a beautiful container—then
complete the package with an Alva compact puff.

Alva compact puffs are made of pure Lambs wool,
Eiderdown, Wool-Fabric and Velour. They may be
had with satin, chamois or leather backs in any color
to suit your color scheme.

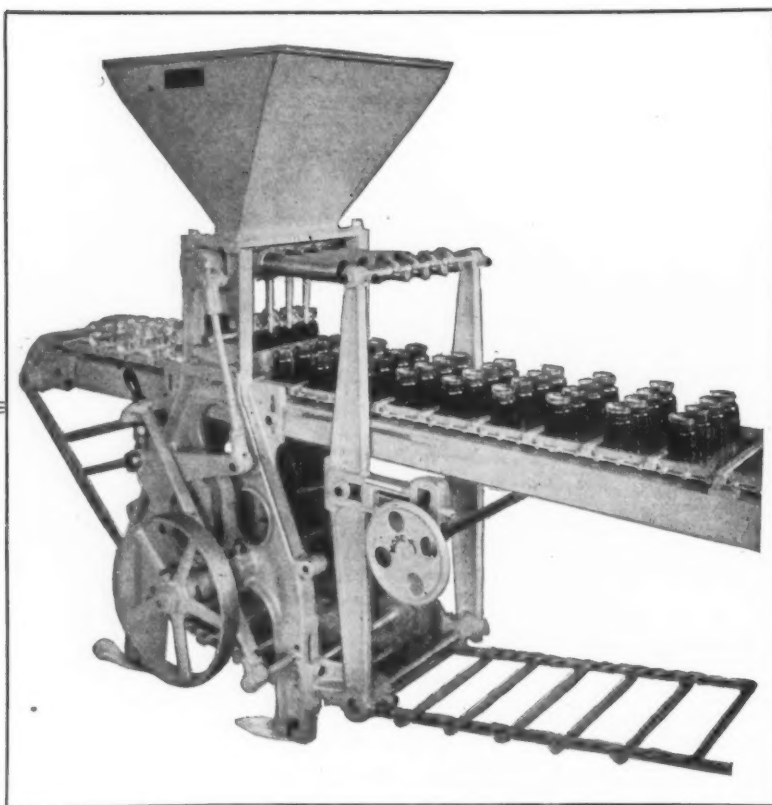
Low operating costs enable us to quote most attrac-
tive prices.

Send us your puff—we will be glad to quote on it.

ALVA MANUFACTURING CO.

Lindenhurst, Long Island
N. Y.





*Capacity
60 to 100
Jars per
Minute*

*Fills Clean
and
Accurate*

The "Superior" Type Filling Machine

PATENTED DEC. 27, 1921

FILLS DIRECT OR FROM THE BOTTOM UP

One of our many models designed to fill such products as

***Vanishing Creams
Pastes Salves
and All Semi-Solid Products***

Special attachments for scraping off jars level,
and special metal used for acid products

THE FILLER MACHINE CO., Inc.
PHILADELPHIA, PA.

Original Inventors and Manufacturers

New York Office: B. F. ADAMS, Mgr. 799 BROADWAY

**Hand Filler for
smaller capacities**



*Weights
30 lb.*

*Stuffs the
product
into
container
from the
bottom
up.*

*Does away with the spatula.
Write for details.*

THE FINAL VALUE of your vanity case depends largely on the effectiveness of the powder puff. Only a puff with a deep, soft pile will properly take up and apply compact powder and rouge.

The plush used in all our puffs is woven on our own looms, especially constructed and operated for that purpose, so that the proper texture and depth of pile are invariably assured.

MAURICE LÉVY

"Better Powder Puffs"

Factories:
New Rochelle
N. Y.

New York Office:
Hygienol Building
120-122 W. 41st Street



Beauty and Utility

are combined in the design of this box with its graceful swelled sides, its extended bottom; and its domed top—which fits in every position.

Write for a Sample

Young Brothers Displayologists

(REG. U. S. PAT. OFFICE)

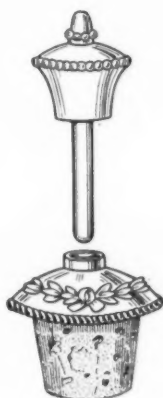
New York Office, 130 W. 42nd Street
Bush Terminal Sales Building (4th Floor)

Providence, R. I.

Imperial Metal Mfg. Corpn.

81-85 Sunswick Street
Long Island City, N. Y.

ORIGINATORS
OF
LEAK PROOF
SPRINKLERS



Patented
July 7, 1914

T U B E S
of
U N I F O R M Q U A L I T Y
B E A U T I F U L D E S I G N
E X C E L L I N G W O R K M A N S H I P
S U P E R I O R D E C O R A T I N G



Atlantic Manufacturing Co.

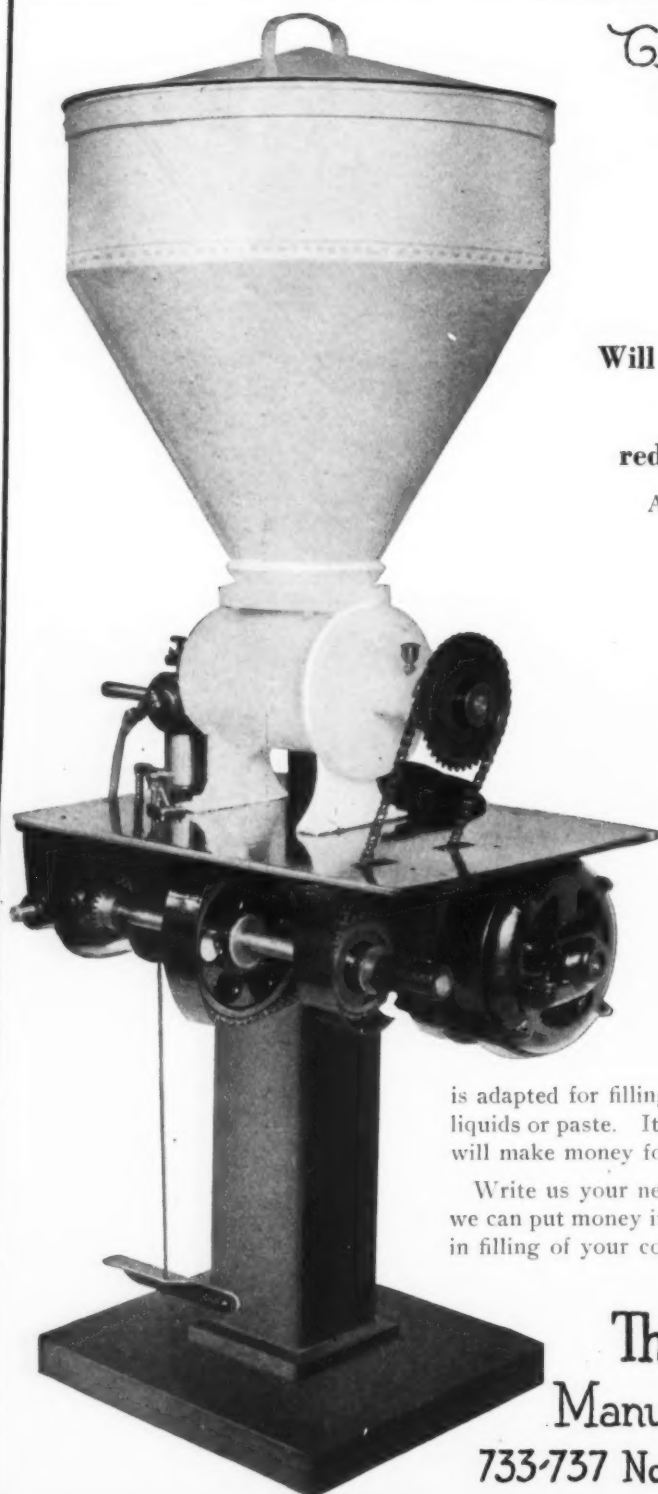
46-56 Nassau Street
Newark, N. J.

WESTERN REPRESENTATIVE

I. D. FADEN

186 N. LA SALLE ST., CHICAGO, ILL.

PHONE DEARBORN 2736



The **WEPPLÖ**

Universal Vacuum Filler

**Will increase your production
50 to 100 per cent
and
reduce your filling expense**

Among our satisfied users are:

*The Pepsodent Co., Chicago, Ill.
Melba Manufacturing Co.,
Chicago, Ill.*

*Franco-American Hygienic Co.,
Chicago, Ill.*

*The Palmolive Company, Mil-
waukee, Wis.*

*Al Sano Laboratories, Mil-
waukee, Wis.*

*The Stomatol Company of
America, Highland Park, Ill.*

*A. J. Krank Manufacturing
Company, St. Paul, Minn.*

We can satisfy you.

The Wepplo Universal Vacuum Filler

is adapted for filling all containers with liquids, semi-liquids or paste. It saves time, material and space. It will make money for you.

Write us your needs and we will prove to you that we can put money in your pocket through a big saving in filling of your containers.

The **WEPPLÖ**
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733-737 North Carpenter St. Chicago

F·N·Burt Company Ltd.

SPECIALISTS IN

**Small, Fine
Paper Boxes**



MAIN OFFICE,
540 SENECA STREET,
BUFFALO. N. Y.



Sales Book Plant, Toronto, Canada



Dominion Paper Box Co., Toronto, Canada



Warehouse, Buffalo, New York

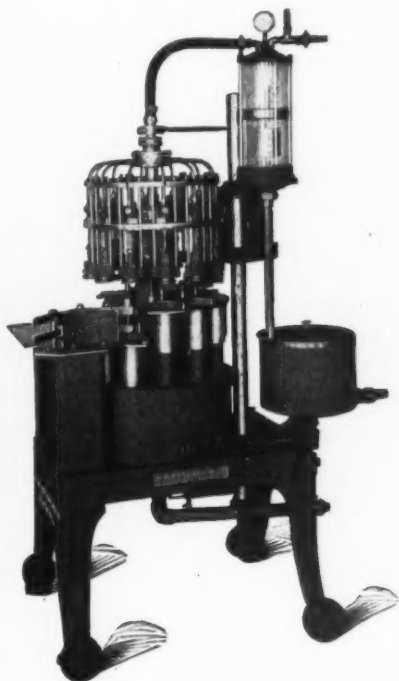


Factory C., Buffalo, New York



Factory A., and Main Office, Buffalo, New York

Principal Manufacturing Plants and Warehouses
F. N. Burt Company, Ltd.
 Buffalo, New York and Toronto, Canada



Karl Kiefer Rotary Vacuum Filling Machine

WITH this machine, light, easy-flowing products like perfumes are filled easily. Products that foam, and heavy sticky liquids like syrups, are filled without the slightest difficulty.

Bottles holding only $\frac{1}{4}$ ounce,—bottles holding as much as a pint,—bottles that vary in height a half-inch, are successfully handled on this machine. The filling is accurate.

There is no drip—no smear—no spill on the outside of the bottles.

Bottles that are broken or that have imperfect tops, are automatically discarded.

Install this machine, and you will do your filling at the lowest possible cost.

Karl Kiefer P-Type Vacuum Filling Machine

Another of the complete line of Kiefer Vacuum Filling Machines,—the machines that fill without waste.

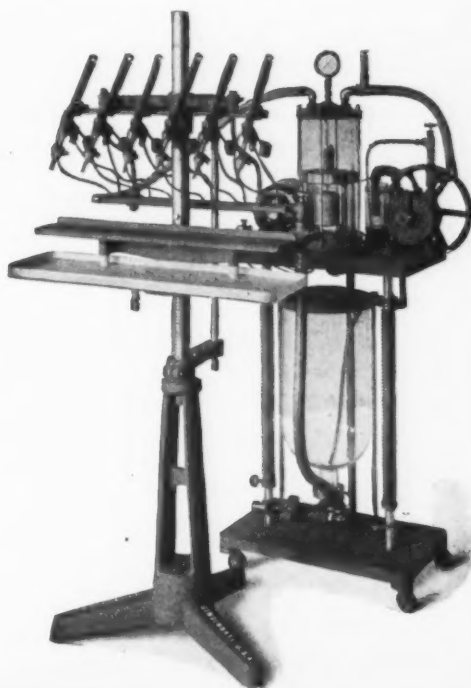
The manufacturer of perfumes, toilet-waters, etc., who fills a number of different products into various sizes of bottles each day, will find this machine most convenient.

It is simple, accurate, easily cleaned, quickly adjusted for different size bottles.

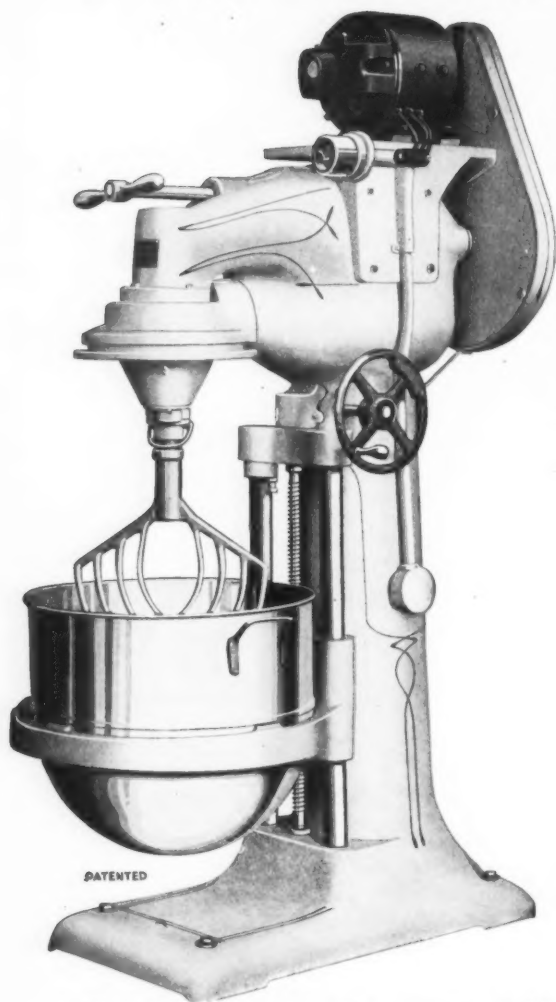
Write what your requirements are and send for complete catalogue.

The Karl Kiefer Machine Co.

Cincinnati, O.



FOR EFFICIENT MIXING



IF the quality of your product depends upon efficient mixing a **READ THREE-SPEED MIXER** should be used. For thoroughness in mixing it is incomparable as the planetary mixing action, which only a **READ** can have, puts quality into every batch mixed. For mixing Facial Creams, Soaps, Dental Creams, Shaving Creams or any other product which requires a thorough mixing, a **READ** is, without a doubt, the best machine obtainable.

*Prominent Users of
READ 3-SPEED MIXERS*

are

COLGATE & CO., Jersey City, N. J.

UNITED DRUG CO.'S, All Plants.

PEPSENIC SELTZER CO., Worcester, Mass.

SIMS DRUG CO., Pittsburgh, Pa.

Read Mixers are the result of 14 years' experience in building mixing machinery. You'll find the principle of planetary motion has been applied to the mixing action of a **READ**. We have an interesting booklet on these mixers that will be sent to you **FREE** if you so desire.

WRITE TODAY

READ MACHINERY COMPANY

YORK, PA.

Manufacturers of

MIXING—SIFTING—WEIGHING—CONVEYING MACHINERY

The United States Federal Court Has Decided That the Name L'ORIGAN or ORIGAN is the Exclusive Property of COTY in the United States.

The extraordinary popularity of Coty products has resulted in numerous attempts to trade on the popularity by the unauthorized use of his name or by imitation of his packages and trade marks.

Coty's perfume L'Origan was recently subjected to such exploitation—a perfume "Origan" being put on the market which was not of Coty manufacture.

Prompt litigation ensued and on March 8, 1923, a decision was handed down by His Honor Judge Learned Hand in the U. S. District Court for the Southern District of N. Y., holding that the name "L'Origan" or "Origan" could be applied lawfully in the United States only to Coty's product.

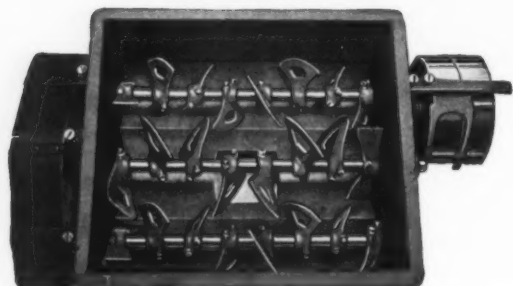
A complete copy of Judge Learned Hand's decision will be mailed on request.

The Court stated in part—

"—The name means a single thing coming from a single source and well known to the community. The scent characterizes the name as much as the name the scent and probably means to most people the plaintiff's familiar product, to be had everywhere, rather than a compound of particular substances. Such being the situation, Coty's rights seem secure. If the word were a part of the speech of customers it might indeed be proper to limit his protection to a distinguishing suffix . . . It is not such a word . . . If d'Heraud means to market the same scent here, it is fair that he should use another name for it. The fact that Coty has given its name to that thing, if he keeps the connotation of proprietorship, will not justify another in its appropriation. The description inheres in the ownership, and was created along with the good will. Coty may therefore take an unconditional injunction in his own suit on giving a \$10,000 bond, and a denial of the motion in LeBlume's suit."

COTY, INC.

Coty PREST
714 Fifth Avenue } New York



B. & B. ULTRA MIXER
(Patented)

The Peer of Them All

Has incorporated all features possessed by mixers now on the market, PLUS OTHERS that CANNOT be obtained in a one or two shaft machine.

These features are born out of the THREE UNIQUE DESIGNED SETS OF MIXING ARMS employed in this machine. These cause the material under treatment to pass along the center to the end where it SPLITS and RETURNS along both sides to repeat the cycle.

This major action PERMITS NO DEAD SPOTS, positively intermixing the whole mass. A revelation awaits one unfamiliar with this peer of all mixers, at the PERFECT MIX, TIME and POWER used per unit of output of this machine.

Equally suited for powders, pastes or liquids, in any mixing operation.

Made in 15 sizes, plain or jacketed, bottom outlet or tilting.

SATISFACTION BY TEST, OR NO SALE.

HOUCHIN-AIKEN Co. Inc.

ENGINEERS & MACHINISTS

26 COURT ST.

BROOKLYN, N.Y.

Three Star Non-Beverage Grain Alcohol

THREE STAR Non-Beverage Grain Alcohol, made under our own patented process, combines absolute freedom from objectionable odor with the utmost purity. It is double-distilled.

Denatured with diethyl phthalate of the highest grade, our 39B and 39C formulas are not only an ideal solvent for perfumes and toilet waters but they are also *tax free*.

Will be pleased to furnish sample of Specially Denatured Formulas on request.

The GEORGE WIEDEMANN CO.

Incorporated

Newport, Kentucky

Commonwealth Chemical Corporation

*Benzoate of
Soda
Coumarin*



*Benzoic Acid
Benzaldehyde*

Products

Finest Quality

COUMARIN

Large and Small Crystals

A white and lustrous product
of rich, fragrant odor

The MATHIESON ALKALI WORKS Inc.
25 WEST 43rd STREET NEW YORK CITY

CHICAGO CHARLOTTE PROVIDENCE PHILADELPHIA

NEUMAN N BUSLEE WOLFE INC.



KAOLIN
SPERMACE
TEARIC ACID
WHITE BEESWAX
GUM TRAGACANTH
ESSENTIAL OILS
AROMATIC CHEMICALS
CERTIFIED FOOD COLORS
PERFUME SPECIALTIES
VANILLA BEANS
ZINC STEARATE
CASTILE SOAP
RICE STARCH
ZINC OXIDE
CHALK



321
NORTH
SHELDON ST.
CHICAGO, ILL.



Filling Tubes and Packages Are Costly Operations Unless Carefully Watched

HAPHAZARD methods in the filling of collapsible tubes, or containers of any kind, cause a needless drain on profits.

Many of the most successful manufacturers save thousands of dollars annually by the use of Stokes Equipment for this work.

Stokes Collapsible Tube Fillers and Closers reduce the labor cost of handling pastes, paints, greases and semi-fluid masses of any kind. The quantity of material to go into any tube is easily controlled. Stokes Machines fill without fluffing or spattering. One machine will fill sixty tubes a minute.

The installation of Stokes machinery for tube or carton filling is a genuine investment. If you are interested in lower production costs investigate the entire Stokes Line. Write today to the F. J. Stokes Machine Co., 6112 Tabor Road, Olney P. O., Philadelphia, Pa.

E.J. STOKES

PHARMACEUTICAL AND CHEMICAL MACHINERY

INCLUDES:

Percolators, Stills, Alcohol Recovery Apparatus, Tube Fillers and Closers, Powder Fillers, Lipstick and Pencil Moulds, Bottle Washers, Automatic Water Stills.

A Sifter That Operates on a New Principle

DAY Centrifugal of Unequaled Capacity



A bolting reel operated on an entirely new principle. The capacity is several times larger than the ordinary bolting reel and at the same time the floor space required is not increased. Material is blown through a stationary screen and is delivered aerated and fluffy. Made for continuous operation, and tailings are automatically removed from it. Particularly adapted to the sifting of face powders and other powders. Operation is quiet at all times.

DAY equipment can be designed and built to suit your particular needs. Write for the DAY catalogue of Special Machinery and let our engineers counsel with you and design your installations.

THE J. H. DAY CO., Cincinnati, Ohio

New York Chicago Boston Philadelphia San Francisco Buffalo Kansas City Columbus Milwaukee
Minneapolis Pittsburgh St. Louis Atlanta

For Manufacturers of Tooth Paste, Shaving Creams,
Face Powders, etc.

We Specialize in the Production of Powdered and
Chip Soaps for This Purpose.

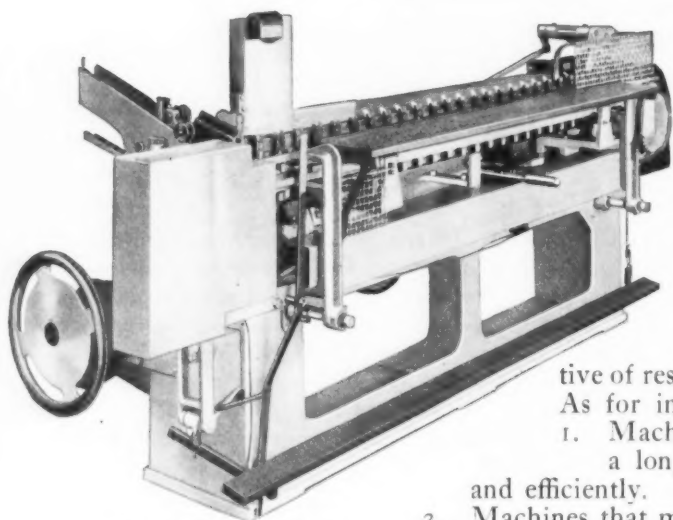
POWDERED NEUTRAL SOAP FOR TOOTH PASTE
SPECIALLY IMPORTED SPANISH CASTILE SOAP, POWDERED
PURE WHITE CHIP SOAP
POTASH SOFT SOAPS

Most Tooth Paste Troubles Originate in the Soap Used.
We have solved many such problems for our customers.

L. M. GOLDSMITH

321 Broadway

New York



FOR SETTING-UP AND CLOSING
TOOTH BRUSH CARTONS

REDINGTON CARTONING MACHINES

are the result of many years of the most painstaking and conscientious development. A rigid adherence to the principle of sturdiness in design and an experience covering an extremely various field are produc-

tive of results that inspire confidence. As for instance

1. Machines that will operate over a long period of years reliably and efficiently.
2. Machines that may be adapted to any cartoning or packaging proposition.

F. B. REDINGTON CO.

ESTABLISHED 1897

INCORPORATED 1907

DESIGNERS AND BUILDERS OF SPECIAL MACHINERY

110 SO. SANGAMON ST.

CHICAGO, U. S. A.

BOXES for Rouge and Compact Powders

HINGE AND
SLIP-ON
COVERS



**ALL FINISHES
AND DESIGNS**

Samples and Quotations on Request

Advantages:

HINGE—Our watch case hinge has been perfected to **OPEN ALL THE WAY DOWN WITHOUT AFFECTING THE HINGE.**

BEZEL—Our bezel was pronounced by experts to be the best on the market, it makes the mirror appear beveled, and also makes it look larger.

SIZES—1½ in., 2¼ in., 2¾ in., 2½ in.

LIP STICKS—Oval and Round.

EYE BROWS—three piece.

MAJESTIC METAL SPECIALTIES

(Majestic Machine Tool Co., Inc.)

197-201 GRAND ST.,

NEW YORK

Canal 8455

MANUFACTURERS

Metal Specialties for Perfumers

Factory No. 1
197-201 Grand St.

New York

Factory No. 2
127-137 Mott St.



What influences the first sales of Powders and Perfumes?

THE eye, before the sense of smell, picks out the daintiest box or package. The powder in the tempting box is sure of a first trial, just as the powder which *pleases* is sure of a second trial. In quality, then, your box must equal your product.

The boxes which Dennison manufactures are as inviting as the products they enclose—and as distinctive. One look at the varieties of interesting samples on this page will convince of the beauty and taste conceived in manufacturing them.

And Dennison boxes are quality boxes because for seventy-five years Dennison skilled workers have made boxes for Perfumers, Jewelers and other exacting trades. Write for samples and prices. (See other side)

Dennison Manufacturing Co.

MAKERS OF FINE BOXES

Works at Framingham, Mass.

Boston, 26 Franklin St.

New York, Fifth Ave. and 26th St.

Philadelphia, 1007 Chestnut St.

Chicago, 62 East Randolph St.

Sales Offices in 24 cities in the United States and Canada

London

Copenhagen

Mexico City

Buenos Aires

Rio de Janeiro

COUPON ON REVERSE SIDE

Dennison's

Boxes of distinction



See other side

DENNISON MANUFACTURING CO.

Dept. A. P. *

FRAMINGHAM, MASS.

*I am anxious to obtain complete information about Perfume Boxes.
Please send all available information to*

IMPORTERS AND GRINDERS

Prime LEE MOOR, Bolted Grade of
ENGLISH CHINA CLAY (KAOLIN)

Foreign— **TALC** —Domestic

FULLER'S EARTH (Genuine English)

INFUSORIAL EARTH
PRECIPITATED CHALK
PREPARED CHALK

STEARATE OF ZINC
PARIS WHITE
WHITING—All Grades

HAMMILL & GILLESPIE, INC.

Founded A. D. 1848.

240 and 242 FRONT ST., NEW YORK

Chicago Representatives

A. C. DRURY & CO.

420 Rush St.

Telephone Central 2349

Alexander Compact Rouge Machine

FORMULAE

furnished for toilet preparations,
perfumery, liquid soaps, pharma-
ceuticals, etc., especially designed
to meet requirements for De-
natured Alcohol Permit.

*for Making Any Sized
Compact*

Formulae for Com-
pacts, including new
French type, furnished
free to clients.

ROUGE AND POWDER COLORS

Geranium Red A-790—
Maroon A-145
French Washed Ocher,
Peach Base
Ultramarine Blue—
Indian Red



Consulting Service on Yearly Contract

A. ALEXANDER 1123 Broadway New York

Telephone Chelsea 3186

PERFUMERS & JEWELERS BOX CO.

Incorporated 1914

214-216 West 14th Street
NEW YORK



Attractive, Well-made Boxes



OIL JASMIN SYNTHETIC

OIL NEROLI SYNTHETIC

OIL ROSE SYNTHETIC

TERPENELESS

OILS

ORANGE AND LEMON

OIL SANDALWOOD E. I.

PRODUCTS WELL WORTHY OF YOUR ATTENTION

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OILS

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NEW YORK

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CHEMICALS

Chicago Office: 2704 Greenview Avenue

An Excellent Book on Flavors

"FLAVOURING Materials, Natural and Synthetic," by A. Clarke, F.C.S., contains much practical data which the author has gathered from years of experience in a chemical and technical capacity with the foodstuff and beverage trades.

This is the most comprehensive book on the subject yet published. Twelve chapters, eleven illustrations, 166 pages, bound in cloth.

Price \$2.85

Perfumer Pub. Co.

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What you should know about the Duplex Seal



3. Your choice of standard designs or your own special seals having your trade-mark handsomely embossed or lithographed.

BY no means the least of the many important advantages of the Duplex Seal is *its adaptability* to a practically unlimited variety of color, finish and design.

Increasing the *beauty* and *individuality* of the container. And adding much to its sales appeal.

1. Mechanical simplicity and scientific correctness — assuring an absolute and permanent air-tight seal.
2. Liners to meet chemical and physical requirements of the product.
3. Your choice of standard designs or your own special seals having your trade-mark handsomely embossed or lithographed.
4. Quick application by means of hand closing tools or power closing machines, where volume is necessary.
5. Two parts only. No springs, levers or wires liable to be broken by the customer.
6. Opened by quarter turn of the wrist. Closed with the same easy motion — a *positive* re-sealing device.

The Duplex Seal protects the products of hundreds of manufacturers of food products, toilet specialties, household remedies, candies, etc., against deterioration, evaporation or leakage.

Practically all glass manufacturers can supply containers with a perfect Duplex finish to fit Duplex Seals.

* * *

Interesting information regarding the glass package art, artistic Seal designs, Seal liners to meet special chemical reactions, etc., gladly furnished by our Service Laboratories to manufacturers. Our new catalog is interesting.

The Duplex Seal

A PERFECT SEALING & RE-SEALING
CAP FOR GLASS BOTTLES & JARS

NATIONAL SEAL COMPANY, Inc.

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14th Avenue and 36th Street, Brooklyn, N. Y.

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LILAC**
ARTIFICIAL
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OF
FRESH
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IMPORTED
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CRYSTAL PERFUME BOTTLES

Short, Narrow Neck—Leak Proof.
Artistic Shapes and Designs.

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Toilet Preparations

*In all colors and combinations
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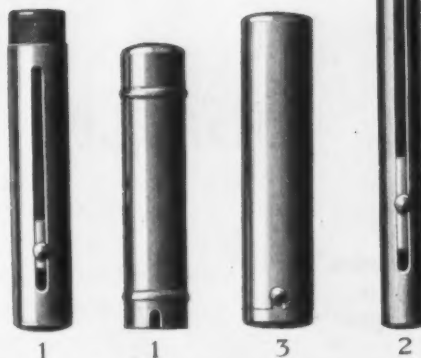
New York City

Beautiful Vanity Puffs — Cosmetics

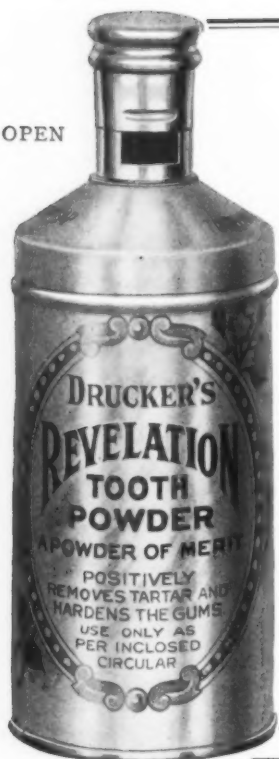
LET us figure with you on your requirements for Vanity Puffs, Lipsticks, Eyebrow Pencils and Cosmetics.

We have engaged the ablest talent available—men experienced both here and abroad—to manufacture these for you *under your own name*—and our prices and service will appeal to you.

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Telescope Top for Tooth Powder Cans

To retain, and even *improve* your business in tooth-powder, in the face of tooth paste popularity, it is necessary to *modernize* the package.

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A Variety of

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INCORPORATED
1922

Shipkoff's Pure Otto of Rose

Main Offices:
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Branch Office:
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Model factories:
In all main centers
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Highest Awards
Including four Grand
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Nature's loveliest flower creation is the *Rose*, and *Nature's* richest basic odor is the odor of the *Damask Rose*. *Nature*, the mother of all art, never creates a perfume in a flower, without using a fair fraction of the *Damask Rose Basic Odor*, to give it that round, harmonious perfect finish, that charms. Follow *Nature's* example and never create any perfume without using a fair part of the richest and foremost basic rose odor which can be got only from *Shipkoff's absolutely pure Otto of Rose*. The real value of Otto of Rose lies entirely in its absolute purity. Always use Shipkoff's Otto of Rose.

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Original packages:
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We Specialize in Round Face Powder Boxes

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For Oils of Slow Flowing — Consistency —

Enables you to maintain an absolute temperature—to pre-measure and fill with absolute accuracy into any size bottle or jar.

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HAND made rouge is a French process of manufacturing consisting of ingredients that cannot be incorporated in the ordinary machine-made kind.

It is softer and yet stronger than machine-made rouge.

It contains more coloring matter.

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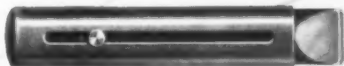
It adheres to the skin longer and altogether presents a most natural appearance.

Many concerns which originally sold modest quantities of our HAND-MADE rouge have in a short time developed a surprisingly large demand for both our hand made rouge and powder compacts.

We manufacture them for you under your label and trade name. A sample will convince you—ask for it.

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ZINC OXIDE—JAVA RICE STARCH

For Toilet Creams

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IMPORTED STEARIC ACID

SUN BLEACHED WAX—CERESENE WAX—PARAFFINES

Exports—M. W. PARSONS—Imports

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With the Tips of the Fingers?

People of refinement find the use of jars for cream objectionable—no matter how careful you are the jar will become soiled and distasteful to handle.

Why Not Collapsible Tubes?

No label to become soiled, no breakage, less freight—always satisfactory to your customer. May we send you samples?

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Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen.

Stearate of Zinc

Odorless. Impalpable. Pure White. Water-Resisting. Great Adhesiveness. Light or Heavy as desired.

We are manufacturing the foregoing on a large scale. At present our output is 100 barrels daily. Deliveries in any quantity from one barrel to a carload. Prompt shipments.

WRITE FOR SAMPLES AND PRICES.

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Office and Laboratories
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*"Identified by their Beauty of
Design and Workmanship."*

*"The Tube of Mechanical
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PURE TIN AND LEAD-ALLOY COLLAPSIBLE TUBES

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Established 1898

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Try these few, Extra Quality and Value.

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Rose "E," lb. \$25.
4 oz. to 100 lbs.
A Cream "Seller"
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Lemon Cream Oil,
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to 100 lb. Will not
oxidize or burn
the skin.

FOR GREASE- LESS CREAM

Lilac No. 100—
per lb. \$9.
6 ozs. to 100 lbs.
Successful for 15
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QUININE "F" OIL

lb. \$7. Guaranteed
to produce odor
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Full assortment of odors, various grades, for Creams, Face and Talcum Powders, and all Toilet Preparations.

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 Tonquin Beans, Gum Benzoin

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More efficient production means more profits.

Haller automatic rotary and bench filling machines materially reduce operating costs and at the same time increase the volume and uniformity of output.

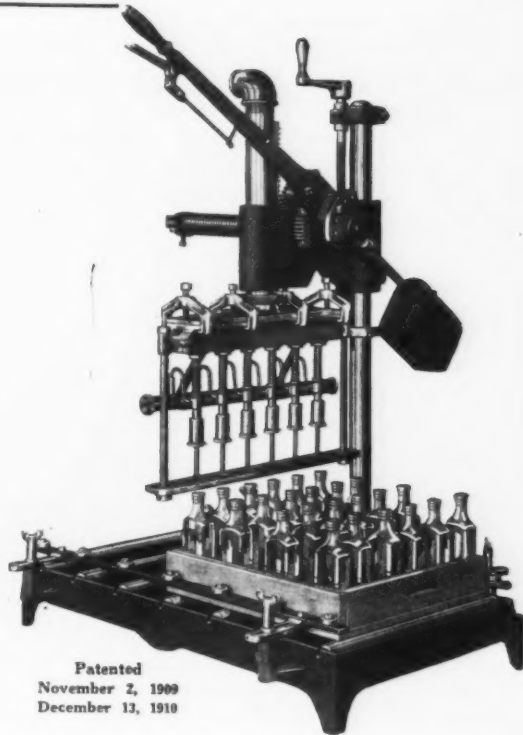
No matter what your output is, we can reduce your operating costs.

Write for full information.

This cut shows our improved Six Tube Bench Filler for Any Size and Shape Bottles.

McKenna Brass & Mfg. Co., Inc.

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Patented
November 2, 1909
December 13, 1910

GATTEFOSSÉ PRODUCTS

SOME OF OUR LEADERS FOR SOAPS

SERIES NUMBER TEN	\$9.50 per lb.
SERIES NUMBER SIX	3.50 per lb.
SERIES NEUTRAL A	2.00 per lb.
SERIES NEUTRAL B	3.75 per lb.

Scientifically fixed—guaranteeing remarkable tenacity of odor with Alkalies and they stand up wonderfully well through saponification.

The Neutral A and B are exceptionally well adapted for soaps made in cakes from a mass that is not ground.

We have a good range of odors in each of these series. Can we send you a sample?

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For Creams

SPRINGTIME LILAC C. lb. \$24.00 oz. \$1.50

A new Lilac of character. Delightfully flowery.

VIOLETTE C. lb. \$16.00 oz. \$1.25

An exceedingly refreshing Violet perfume.

For Toilet Waters

CARNATION VEGETALE lb. \$16.00 oz. \$1.25

Delicate with just the trace of pungency required to give it character.

BOUQUET G. K. lb. \$24.00 oz. \$1.50

A delightful bouquet of French type.

For Soaps

BERGAMOT, SYNTHETIC

in 25 lb. coppers, lb. \$1.50

Replaces the natural oil to advantage.

WISTERIA

lb. \$4.00

A low priced soap perfume remarkable for its power and sweetness.

ROSE BASES FOR CREAMS, TOILET WATERS or POWDERS.

OIL OF RED ROSE lb. \$48.00 oz. \$3.50

An excellent composition with pronounced note of the peculiar charm of the red rose character.

BRIDAL ROSE lb. \$24.00 oz. \$1.50

TWIN ROSES lb. \$12.00 oz. \$1.00

Positively not dilutions of the higher priced rose oils but independent compositions of individuality all their own.

Allow us to send you samples.



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Perfumers and Chemists specializing in Perfumes and Toilet Preparations,
Manufacturers and Dealers in Perfume Materials.

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A CLUSTER OF BEAUTIFUL, FRAGRANT FLOWERS COMPRISES A BOUQUET AND HAVE YOU NOT NOTICED THAT WHEN A KNOWING FLORIST ARRANGES HIS BOUQUET IT IS NOT ONLY BEAUTIFUL; BUT THE HARMONIOUS RESULT OF THE ODOR IS ALSO MOST BEAUTIFUL AND FRAGRANT?

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ALL THIS IS REPRESENTED IN OUR

FLORO DESIRÉE

(Desired Flowers)

Per lb., \$16.00 Per oz., \$1.10

"THE USE TEST IS THE ONLY TEST"

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THE FIRST PEEP OUT OF THE BOX

The cap calls out "*Hello!*"

That call creates the first impression of your tube.

Have you given this part of your tube the attention it merits? Is the cap just an ordinary, commonplace covering? Or is it attractively designed, original, and in the correct proportion to the body of the tube?

Let us suggest a new style for your cap. We will be glad to submit a design that we believe will materially improve the appearance of the entire tube.

You may be contemplating a new tube product. We will, without charge, make for you a beautifully designed model (patent) tube, in exact facsimile of what your finished tube will be.

VICTOR METAL PRODUCTS CORP'N—188 Diamond St., Brooklyn, N. Y.



BUTYRIC ETHER

(ETHYL BUTYRATE)

Amyl Caproate
Ethyl Caproate

Acetic Ether
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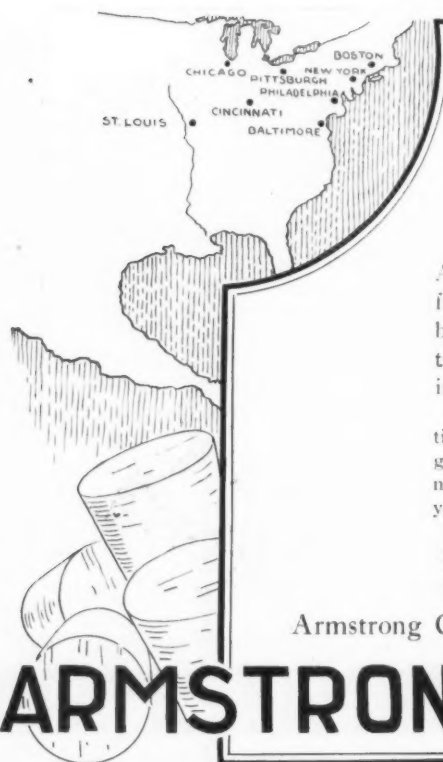
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Another Important Feature of Armstrong Service

It is a source of satisfaction for the user of Armstrong's Corks to know that he is not far removed from the company with which he deals. Armstrong's branch houses with complete stocks and service facilities are maintained at points convenient to serve your interests promptly and well.

The Armstrong branch nearest you will give close and intimate study to your cork requirements, recommending the grade you can use to best advantage and supplying your needs with stoppers of uniform, dependable quality—when you want them.

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DEJONGE Quality Papers



The business of this house was founded some seventy-five years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

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TRADE MARK



The attached are a few representative numbers from our line of Stock Perfume and Toilet Preparation Labels. We will be pleased to send our complete Sample Line, which consists of an extensive assortment of styles and designs for \$2.00. This amount to be credited on receipt of your order. Additional information on request.

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A MODERN plant and organization, equipped with up-to-date machinery and advanced methods find us ideally fitted for the production, lithographically, of an unsurpassed quality of exquisite labels and package dressings for perfume, toilet preparations, soap and kindred lines.

The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

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Station H, Cincinnati, Ohio, U. S. A.

AUGUST GIESE & SON

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FRENCH FILTER PAPER


HEAVY SOFT
WHITE

20 IN. DIAMETER



In Stock in
New York for
Spot Shipment

MONARCH  QUALITY

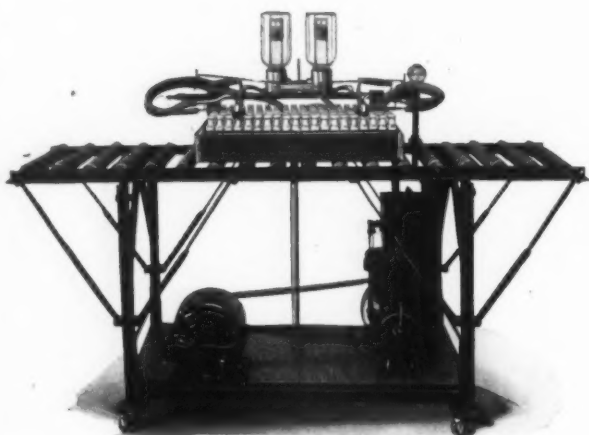


Superior
Paper
BOXES
for
Toilet
Preparations

We offer the services of a staff of experts in designing and producing paper boxes, to facilitate your package problems.

MONARCH · NUSBAUM
PAPER BOX CO. INC.
BUFFALO, N. Y.

Fills Any Bottle—Sprinkler or Ordinary Top



St. Louis Representative:
Corliss Machinery & Mfg. Co.
St. Louis, Mo.

Cleveland Representative:
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The original vacuum filling machine—perfected and brought within the reach of all makers of perfumes, extracts, etc. Works equally well with any liquid or semi-liquid. Used in over 300 plants.

Rejects all cracked and broken bottles. Prevents overflowing.

Fills 1 dram to 1 gallon. We also build larger machines to fill several different liquids at one time; also to handle bottles of different size and shape at one time.

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—THE—
All Milk Rolling Massage Cream

also

Cold Cream and Greaseless Cream

Fine Quality—Better Price

Send for price list.

AMERICAN PERFUMERY CO.
188 Grand St. New York, N. Y.



Put some of your manufacturing cost into PROFIT. Write for Production Plan "B" enclosing sample of your product and monthly output.

Mohan & Co., Inc.

LABOR SAVING MACHINERY

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FANCY BOX COVER PAPER

NEW CREATIONS JUST RELEASED. SPECIAL PAPERS DEVELOPED FOR EXCLUSIVE USE BY YOU.

BEAUTIFUL GLASSINE IN MANY NEW DESIGNS. WRITE FOR SAMPLES AND GET THE NEWEST WITHOUT OBLIGATION.

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SCOVILL BOTTLE TOPS of BRASS
WHICH RIVAL GOLD IN APPEARANCE AND WORKMANSHIP
LEND BEAUTY AND FINISH TO ARTICLES OF MERIT.

THE rare beauty of BRASS finds its best expression
in articles which bear the mark of SCOVILL
craftsmanship. Let us help make your visions come true.

BRASS MILL PRODUCTS — MANUFACTURED GOODS TO ORDER

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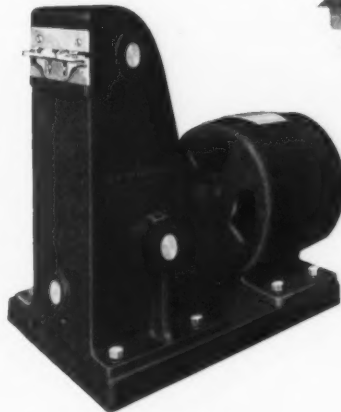
New York, Chicago,
Cleveland, Boston, Phila-
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HAND TUBE FILLER

No. 6-A

Diameter 14"
Height 29"
Capacity
5 Gallons
Weight
85 Lbs.

**HOT WATER
BASE**
Fills from 15
to 20 Tubes
per Minute
Tubes $\frac{3}{4}$ to
 $1\frac{1}{4}$ " Diameter



**Electric Driven
Power Crimping Machines**

HEIGHT 12 INCHES WIDTH 7 INCHES
LENGTH 14 INCHES WEIGHT 95 LBS.
CRIMPS 0 TO 8

$\frac{1}{2}$ H. P. MOTOR—RUNS FROM ANY LAMP SOCKET



**HAND TUBE
FOLDER.**

Folds from 0 to 8
clips. Weight, 5 lbs.

No. of Clip	Diam. of Tube
1	$\frac{1}{2}$
2	$\frac{5}{8}$
3	$\frac{3}{4}$
3A	$\frac{7}{8}$
4	1
4A	$1\frac{1}{8}$
5	$1\frac{1}{4}$
6	$1\frac{1}{2}$
7	$1\frac{3}{4}$

**THE CLIP THAT DOES NOT
CUT THE TUBE**

Use Clip Numbers when
ordering From 0 to 6
carried in stock
Larger sizes furnished
promptly

Tube, Jar or Powder Labor Saving Filling Machinery

Send for catalog of full line of hand and power equipment.

GEORGE G. RODGERS, Springfield, Ohio

The Lorscheider-Schang Company

45 ANDREWS ST., ROCHESTER, N. Y. 1133 BROADWAY, NEW YORK CITY



Actual width 9 1/4 inches over all

Specialists in Fine Boxes

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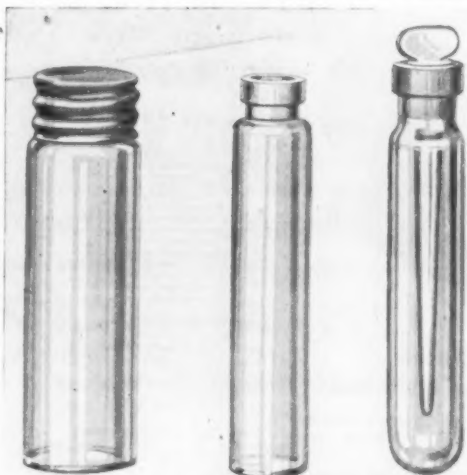
**Complexion Powders and
Perfumery**

This Company has for many years held a leading position in manufacturing boxes for the Toilet Goods Trade.

We solicit inquiries from responsible concerns in this line.

RUTH GLASS CO.

Main Office and Factory, CONSHOHOCKEN, PA.
QUALITY AND MOST ATTRACTIVE PRICES



Above are but a few of the large and varied line manufactured complete by us

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SHRIVER

The Problem is Solved

Shriver Filter Presses have solved the liquid soap filtration problem.

Now—you can filter your liquid soap quickly, easily and economically and produce a clear and brilliant material.

The filtration of thousands of gallons a day is an easy matter with a small Shriver Filter Press.

You should know more about this advanced method of Liquid Soap filtration—write us for further information.

T. SHRIVER & CO.

890 Hamilton Street

Harrison, N. J.

The filter cloth used is just as important as the filter press. We are in a position to supply filter paper or filter cloth especially woven for filter press work, at very close prices. Ask us to quote on your filter cloth requirements.

Filter Presses

**DIETHYL PHTHALATE
C. P.**

Denaturing Quality. Specify our product for your 39B alcohol.



METHYL ANTHRANILATE C. P.

100% Crystals

Why pay an excessive duty on imported Coal Tar Products?

FLORASYNTH LABORATORIES, Inc.

MANUFACTURING CHEMISTS

EXECUTIVE OFFICES AND WORKS

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ISO BUTYL INDOL
A Powerful Organic Product
A Fixative of Quality
WILL NOT DISCOLOR



BENZYL ACETATE C. P.
Of finest quality and flowery character.

THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J.

ESTABLISHED 1852



Specialties

Pure White Sun Bleached Beeswax
Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun Bleached Beeswax. Guaranteed under Food and Drug Act, June 30, 1906. Serial No. 4068.

Write for samples

Long Distance Tel. Lambert 8183

Swan Down Powder Puffs
(ALL STYLES)

Vanity Wool Rouge Puffs
about 1½" in diameter

ROLET puffs—their exquisite appearance and quality will help the sale of your compact. Contracts for deliveries during 1923 now accepted.

AMECOUSEMA AMERICAN TRADING HOUSE
25 Rue St. Augustin, Paris (2) France.
Cables:—"AMECOUSEMA PARIS."
All codes.

COLLAPSIBLE TIN AND LEAD TUBES

Plain and Decorated

Sprinkler Tops, Essential Oil Cans, Screw Caps

We are not large advertisers—you get the benefit in prices

WRITE FOR SAMPLES AND PRICES

CONSOLIDATED FRUIT JAR CO.

NEW BRUNSWICK, N. J.

ESTABLISHED 1858



HARD—WHITE—ODORLESS STEARIC ACID

MADE WHITE

PACKED TIGHT

DELIVERED RIGHT

Pure Stearic Acid in Convenient Size Cases
RUB-NO-MORE CO. FORT WAYNE, IND.

SUPERFINE SHAMPOO BASE

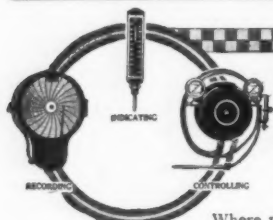
We have the finest Coconut Oil Base made for making shampoo. Complete formula with sample for the asking.

We also have a full line of White Mineral Jellies, Petrolatums, White Oils, etc. Write for samples and prices.

PENNSYLVANIA OIL COMPANY

412-420 N. Western Ave.

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Tycos
temperature
instruments

Where process temperature control is important there is a Tycos Temperature Instrument that will do the work efficiently. Perfume manufacturers, let us show you how this is possible by sending you our catalog.

Taylor Instrument Companies
ROCHESTER N.Y.

There's a Tycos or Taylor Temperature Instrument for Every Purpose

TUBE CLIPS FOR COLLAPSIBLE TUBES



Made of nickel zinc and will not rust. Eight sizes carried in stock for prompt delivery.

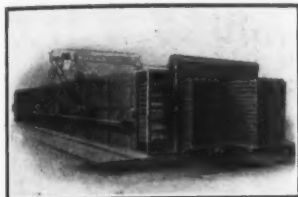
Diameter Tube—Length Clip		Diameter Tube—Length Clip	
1/2 Inch....	13/16 Inch	1 Inch....	1 9/16 Inch
3/8 "	1 " "	1 1/8 "	1 3/4 " "
3/4 "	1 3/16 " "	1 1/4 "	1 15/16 " "
7/8 "	1 1/2 " "	1 1/2 "	2 5/16 " "

THE H. C. COOK CO.
ANSONIA, CONN.

New York Office: 100 LAFAYETTE STREET

DRYING

LAUNDRY BAR SOAPS



The "Proctor" Continuous Truck Dryer—a wonderfully efficient system of drying all Laundry Bar Soaps. The bars of soap on trucks are automatically run through the dryer. Perfect surface drying is obtained with the least possible loss of weight. Saves time, space and labor. Send for our catalogue.

PROCTOR & SCHWARTZ, INC.

Formerly The Philadelphia Textile Machinery Co.,
Philadelphia, Pa.

"Proctor"
DRYERS

DO YOU KNOW

THAT THE SUPREME COURT OF
THE UNITED STATES HAS
DECLARED

1. That an unregistered trademark is valid only in that portion of the United States where it has been actually used in business?

2. That you cannot prevent another from using your unregistered trademark in that portion of the United States where you have not previously used it?

3. That a user of your unregistered trademark in another portion of the United States can prevent you from using it there, although you may have adopted it years before he did?

From the above you will see that you may be unable to extend your business under your unregistered trademarks.

Have you protected these most valuable assets of your business by proper registration in the United States Patent Office?

Consult the Patent, Trademark and Copyright Department of the

Perfumer Publishing Company
14 Cliff St. New York City

THE ALL AROUND AMERICAN LABEL HOUSE

FOR REFINEMENT
BEAUTY OF DESIGN
ALONG MODERN
LINES AND PERFECTION
OUR WORK SURPASSES
THE BEST EUROPE
HAS TO OFFER

FOR SAFETY
AND THE
RIGHT PRICE
ALWAYS
DEPEND
ON
FOXON
SERVICE

BEST PRICE ON
PURE GOLD
LABELS BECAUSE
WE MANUFACTURE
OUR OWN PURE
GOLD PAPERS

THE FOXON CO., INC.
PROVIDENCE RHODE ISLAND



VELVO

FROSTING LIQUID

produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles—process is absolutely non-hazardous and no drying up—therefore, always ready for use.

Special prices on contract.

Trial quarts, \$3.00; Single gallons, \$7.50; 10 gallons or more, per gal., \$6.00

Packing Charges Extra.

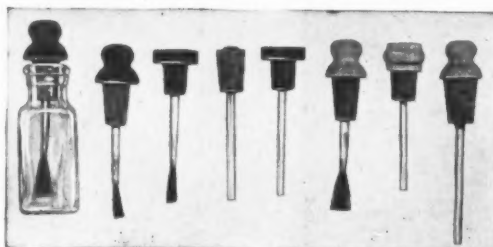
L. REUSCHE & CO., 34 Union Square East, New York City

EST. 1881

Camel Hair Brushes, Glass Rods with Cork or Cap

WRITE for samples of our *New* perfume applicators. Various new popular styles, in colors or plain. Help Sales of Perfume in Vials.

Write for Samples



NUMEROUS designs in stock or made to order to fit your needs. Figures 3 and 5 in illustration have rubber stoppers.

Write for Samples

BENTON, HOLLADAY & CO., 368 W. 30th St., New York, N. Y.

We Make a Specialty of These Soaps

UNIFORMITY of your **LIQUID TOILET SOAP** and **SHAMPOO** will enable you to increase your business.

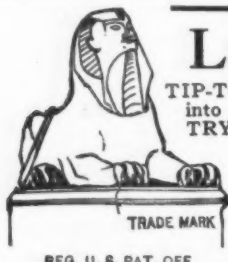
BUCKEYE BASE SOAP will produce a liquid soap or shampoo that will be uniform in every respect. An exacting chemical analysis insures the uniform composition of these soaps.

LIQUID SHAMPOO
SHAMPOO BASE SOAP
SHAMPOO PASTE
LIQUID TOILET SOAP
TOILET BASE SOAP
SURGICAL GREEN SOAP

WRITE FOR SAMPLES AND PRICES

THE DAVIES-YOUNG SOAP COMPANY

DAYTON, OHIO



REG. U. S. PAT. OFF

Labeling Pastes

TIP-TOP WHEAT PASTE POWDER. Made into a Paste with Cold, Hot or Boiling Water. **TRY IT.**

SPHINX PASTE—For high grade labels to glass or paper.

TINNOL—For plain or lacquered tins.

MACHINE GUM—For wood or paste-board.

CONDENSED PASTE POWDER—1 lb. makes 2 gallons snow white paste for general pasting purposes.

For further particulars write

The Arabol Mfg. Co. 110 EAST 42nd STREET New York

Glyzzerol B

**A SUBSTITUTE
FOR**

C. P. GLYCERINE



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ROSE CENTIFOLIA—JASMIN WHITE "E," ETC.

E. DE HAËN A. G.

Hanover

Benzyl Acetate F. F. C.—Methylantranilate

E. SACHSSE & CO.

Leipzig

Oil Orris Liq. 10 Fold—Oil Dill Seed, Etc.

DR. F. RASCHIG

Ludwigshafen

Musk Ambrette 100%

WOLL WAERSCHERIE & KAEMMERER

Hanover

"Golden Fleece" Lanoline.

Specially Denatured

ALCOHOL

Formula 39A

" 39B

" 39C

" 40 and others

*Pure Cologne Spirits—Triple Distilled
(French Still) together with carefully
prepared Denaturants made in our own
laboratories.*

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INCORPORATED

136 LIBERTY STREET

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SOAPS PRIVATE BRAND

We make the highest grade, reasonably priced products.

Toilet—Medicinal—Dog

Tar (Pine and Birch)

Shaving Sticks

Shaving Cakes

Laundry

Pumice

FINEST QUALITY WHITE FLOATING

PENNSYLVANIA SOAP CO.

Lancaster, Pa.

CLARENCE MORGAN & COMPANY

Manufacturers Representative

Essential Oils,

for account of

Belgian Trading Co.

Stearic Acid,

for account of

Emery Candle Company

Vanilla Beans

for account of

Thurston & Braidich

Deliveries from Spot Stocks
355 W. ONTARIO ST.

CHICAGO

SUPERIOR 8870

**HEMINWAY
SILKS**



**An Exquisite
Final Touch!**

MUCH of the attention—and sales-value of toilet products depends on their artistic appearance. Note the final touch of richness that The Melba Mfg. Co. have added to their product (here illustrated), by tying it with Heminway Package Silks.

Made to match any shade of packing; for general use as well as for perfumes. Samples of five different qualities gladly sent on request.

THE H.K.H. SILK COMPANY
of N. Y., Inc.
129 E. 16th Street, N. Y. City
Dept. T

CLASSIFIED ADVERTISEMENTS

The rate for advertisements in this section is 50c. per line per insertion. Please send check with copy. Address all communications to PERFUMER PUB. CO., 14 Cliff St., New York.

BUSINESS OPPORTUNITIES

NEW LINES WANTED

An old established concern with ample manufacturing facilities and traveling one hundred salesmen, desires to add one or two new lines. Would be willing to buy out small business manufacturing toilet articles and specialties, perfumery, spices or bulk flavoring extracts, provided business was fairly well established and had some distribution. Willing to pay a fair price for inventory and willing to take owner and any salesmen into our employ, provided they could show ability and could sell goods. Address, B. O. No. 1056, care of this journal.

FOR SALE—Controlling interest in well established business in the manufacture of perfumes and toilet preparations. Complete set of formulas, machinery, equipment, good stock of finished and raw materials. Many live accounts and a good credit rating throughout the country. This is an interesting proposition for one with little capital and can manage a business of this kind. Proposition will be gladly submitted upon request. Address B. O. No. 1068, care of this journal.

Representatives for an important Spanish firm wanted in New York, Chicago and Philadelphia for the sale of Spanish essential oils of highest quality. Address B. O. No. 1070, care of this journal.

(Continued on page 124)



Another

L. A. Van Dyk "Floriol"

Locust Blossom V. D. for greaseless cream

To the manufacturers of high quality creams I offer this fascinating Locust Odor. 4 to 6 ounces to the 100 lbs. of cream.

Trial ounce \$1.60. Pound \$24.00.

Let me mail you a sample.

L. A. VAN DYK

Manufacturing Chemist

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Nature Cannot Be Improved Upon

Soft downy lamb's wool, just as Nature made it, is the ideal material for Milady's powder puff. Specially treated and sterilized on the leather for powder puff purposes, our Naturelle puffs are flexible, soft and practically everlasting. They have powder-carrying qualities possessed by no other puff. Made in various color silk backings to harmonize with your package, they lend the finishing touch.

Samples and quotations on request.

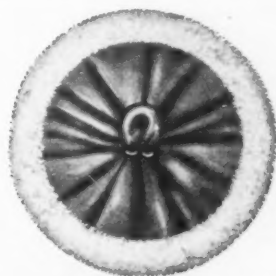
Capacity 950 gross per day

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INCORPORATED

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FOR OUR STOCK LABELS
TELL THE TALE!
ENGRAVED LETTERING GIVES
THAT DISTINCTIVE LOOK

LABELS IN STOCK FOR
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BANDOLINE COSMETICS
PERFUMES EXTRACTS
TALCUM POWDER WRAPS
SACHET ENV.

THE JARDEN LITHO. CO.
308-312 N. 10TH ST. PHILA., PA.

(Continued from page 122)

BUSINESS OPPORTUNITIES

An old established perfume, flavoring and toilet requisite business (incorporated) needs the service of one or two young men who could infuse new vim, and, within a short time, take over entire management. As the owners want to drop out of active service as soon as possible, purchase of a small interest in the business would be required. Would sell any portion or all. This should be a good opening and is worth investigating. Address B. O. No. 1069, care of this journal.

UNIQUE AND WITHOUT COMPETITION: About \$25,000 wanted with or without service to exploit newly found raw material for a new essential oil which will be used extensively by soapmakers. Can be sold if wanted 50% below similar products now to about 90% imported. To last 50 years. This proposition can also be added to established business if properly credited to partnership for advertiser who is experienced chemist in this line and besides executive ability has all business connections here and abroad to dispose of finished product without difficulty. Address B. O. No. 1073, care of this journal.

Will purchase equipment suitable for manufacturing face powder, rouge, lipstick, etc. Send full particulars to B. O. No. 1071, care of this journal.

WANTED—Second hand: Two powder filling machines, one sifter and mixer 100 lb. Address B. O. No. 1072, care of this journal.

WANTED—Second hand: Power tube filling and closing machines. Must be in good condition. State full particulars and price in first letter. **THE ACTIVODENT CO.**, 519 California St., San Francisco, Cal.

For sale cheap: One C size Day talcum powder sifter and mixer with motor, in perfect condition, including one wood frame packer and one No. 3 rapid sifter. Submit offer. Address B. O. No. 1080, care of this journal.

HELP WANTED

PERFUMERY SALESMEN—One of the largest houses in America desires the services of several experienced men to sell a high class line of perfumes. State experience, remuneration desired. To be held confidential. Address H. W. No. 1074, care of this journal.

PERFUMER WANTED—With thorough knowledge manufacturing, also possessing executive ability. To assume entire charge of factory. Address H. W. No. 1075, care of this journal.

CHEMIST WANTED—Rouge chemist can have commission proposition or whatever he may desire, for supplying us with high grade formulas on rouge and powder compacts, Western firm. Address H. W. No. 1076, care of this journal.

Superintendent for brass specialty factory wanted. Good opening. All replies held strictly confidential. Address H. W. No. 1077, care of this journal.

SITUATIONS WANTED

Man, with experience here and abroad in the manufacture of perfume bases, desires position. Can give good service in perfume and toilet preparation laboratories. Will accept reasonable salary. Address S. W. No. 1081, care of this journal.

(Continued on page 126)



ESTABLISHED 1890

FOREIGN—TALC—DOMESTIC

KAOLIN

ZINC OXIDE

MAGNESIA CARBONATE

SOAP POWDER

ZINC STEARATE

PREPARED CHALK

PRECIPITATED CHALK

Light, Medium, Heavy, Dense and Free Flowing

STARCH

INFUSORIAL EARTH

WHITTAKER, CLARK & DANIELS, INC.

IMPORTERS AND EXPORTERS

250 Front St.

New York

SOAP SPECIALTIES

**Kranich
Chemical
Company**

SHAMPOO BASE SOAP	SURGICAL GREEN SOAP U.S.P.
OLIVE OIL BASE SOAP	SHAVING CREAM
LIQUID SHAMPOO	SOFT POTASH SOAPS
SHAMPOO PASTE	AUTOMOBILE SOAP
LIQUID TOILET SOAP	CASTILE SOAP U. S. P.
WHITE FLOATING SOAP	BARS AND POWDERED

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Write for Samples and Quotations

AMOLE PRODUCTS

Have given the trade the utmost in satisfaction for over 35 years. Selection of the highest types in raw materials combined with formulas of long proven merit enable us to supply products of a very superior quality. Full description of quality and prices on the following sent you on request.

LIQUID SHAMPOO—PASTE SHAMPOO—LIQUID SOAP—SOAP BASE—PRIVATE BRANDS OF SHAVING AND TOILET SOAPS—BULK SHAVING CREAM, TOOTH PASTE, COLD CREAM, ROSE CREAM.

AMOLE SOAP CO. TIPCENAOE CITY, OHIO

EAU DE QUININE RIVIERA \$10.00 LB.

French Type—Possessing the flowery fragrance you are looking for.

Eau de Quinine color—will not fade—will not stain.

Dry form \$10.00 lb., liquid form \$8.00 gal.

Lilac "P" \$6.00 lb. The greatest value ever offered for the price. For Toilet Waters, Face Creams, etc.

Lorelo Bouquet "A", a new creation of ours, \$65.00 lb.

Lorelo Bouquet "B", very fine for compacts, powders, etc., \$20.00 lb.

Rose Centifolia, \$36.00 lb. The demand for this Rose has exceeded our anticipations. Let us send you a sample.

RIVIERA PRODUCTS CO., 27 W. ILLINOIS, CHICAGO

Dealers and Manufacturers' Agents in Essential Oils, Colors, Flower Compounds, Lanolin, Beeswax, etc.

*Let Us Expedite Your Imports and See That
Your Classification Is Correct*

CUSTOM HOUSE BROKERS

—and—

FOREIGN FREIGHT FORWARDERS

LO CURTO & FUNK

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New York

Telephone: Bowling Green 10268

**PAPER BOXES
for PERFUMERS**

HAND and MACHINE MADE

Distinctive Designs for
Face Powders, Toilet
Preparations and Perfumes.

ROBERT NEUMANN

1401-1411 Plum St.

Cincinnati, Ohio

(Continued from page 124)

SITUATIONS WANTED

Chemist, perfumer—Graduate in chemical engineering, fourteen years' experience in manufacturing toilet preparations; desires connection with firm making creams or complete line; able to take full charge of manufacturing. At present employed. Address S. W. No. 1078, care of this journal.

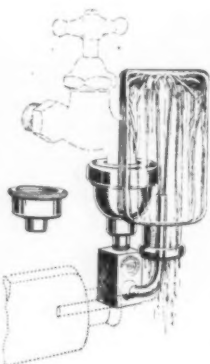
Soap factory manager is open for a change. Educated in chemistry and wide experience in laundry and toilet soaps and toilet preparations. Can handle help and purchase all raw materials. All letters held strictly confidential. Address S. W. No. 1079, care of this journal.

THE BOSS'S SILENT PARTNER is a man possessing unusual experience in business, linked up with spirit and initiative, and demonstrated ability to organize and develop business along constructive and profitable lines; knows the art of negotiation—and advertising as a saving of first costs of production; can supervise output and control organization, assuming entire responsibility if necessary.

This unique type of man has had thirty years' practical experience in a cosmos field of industry, covering executive, sales work, including research, organization, management, advertising, expansion and promotion—and possesses other essential qualities that make him an ideal American representative, a worker and producer of results.

Can you use such a man in your business? What have you to offer? Let us get together and talk it over. Address S. W. No. 1067, care of this journal.

WILL Bottle Washer



A superior convenience for washing bottles, flasks or test tubes.

Fits on any faucet instantly. Water is turned on by raising to perpendicular position, and is shut off by lowering to horizontal, as illustrated.

The Will Bottle Washer will wash more bottles per hour, in a more thorough fashion and with less effort, than old style methods.

A trial will show you that even an inexperienced operator can wash a gross of bottles by this method

in one-quarter the ordinary time.

Write Department A

- 11015—Bottle Washer only.....\$1.00
11017—Bottle Washer with attachment for smooth faucet.. 1.50
11018—Bottle Washer with attachment for threaded faucet 1.40

Discount in quantities

WILL CORPORATION

Products for Every Laboratory
Guaranteed Without Reservation

ROCHESTER, N.Y.

FILTER FAST

WITH THE

VACCU-FILTER



Over 50 Times faster than
Funnel Method.

**1000 Pounds
Pressure**

used against the liquid in
the No. 1 size filter—300
pounds in No. 2 size.

This great pressure is
created by the Vacuum pump
attached to every Vaccu-
Filter, which explains why
they are

**The FASTEST FILTERS in the WORLD
of a Portable Type.**

Filter paper or Felt is used as the filtering medium.
Paper cannot break and spoil liquid already filtered.

PRICES:

- Size No. 1 \$8.00 complete. Papers cut to fit 1.00 Per 100
Felts cut to fit 1.00 for 20
Size No. 2 \$15.00 complete. Papers cut to fit 2.00 per 100
Felts cut to fit 15c each

For sale by all laboratory supply dealers or direct from us.

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ALSOP ENGINEERING CO.

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—Good
Puffs
Help



USE QUALITY POWDER PUFFS in
your Compacts—for the price of in-
ferior ones. Espiem Powder Puffs are
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Can be had in Lambs' wool or Eider-
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tively stamped in black or gold on the
satin ribbon. Every puff carefully sewed
and well finished. Used by leading manu-
facturers. Write for samples and prices.

Rock Bottom Prices

The ESPIEM COMPANY

Manufacturers of Quality Powder Puffs

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THE TWITCHELL PROCESS

THE STANDARD METHOD OF
DEGLYCERINIZING
THROUGHOUT THE WORLD

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FOR HIGH GRADE FATS

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The Twitchell Process Co.

CINCINNATI, OHIO

PRIVATE BRAND

ONE QUALITY ONLY



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ROUGE and FACE POWDER COMPACTS

LIP ROUGE, LIP POMADE,
NAIL POLISH

(Cake form)

IN METAL and PAPER BOXES

Centrally Located for Quick Shipments

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CHICAGO

The Best Materials and Work-
manship in Paper Box
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SERVICE



QUALITY

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General Office: Brunswick, Maine

KNICKERBOCKER "MADE-RIGHT" SAMPLE CASES

Bring Bigger, Better, More Orders



Write for Pictorial Catalog 80.

KNICKERBOCKER CASE COMPANY

Specialists and Original Designers

224 N. Clinton Street

Chicago



GLASS VIALS



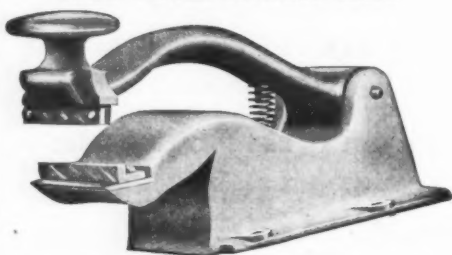
Automatic Machine Made, Are Uniform
in Capacity, Corkage, Height and Width

Especially Adapted for the Perfume Trade

KIMBLE GLASS COMPANY

VINELAND, N. J. CHICAGO, ILL. NEW YORK, N. Y.

THE BEST
HAND POWER MACHINE MADE



THE "STANDARD" TUBE CLOSING MACHINE

COLLAPSIBLE TUBES

(ALL SIZES)

Plain and Decorated

Special Tubes for Catarrh and Eye Remedies, Pile Pipes, etc.

STANDARD SPECIALTY AND TUBE CO.

NEW BRIGHTON, PA.

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DEALER HELPS more than anything else in the coming year are needed to move toilet preparations, perfumes and soaps from the dealers' shelves. Competition is going to be keen and those manufacturers who extend the utmost help to their dealers are

likely to reap the richest returns. We specialize in **dealer helps**. Our service is from the sketch to delivery of display. **Window cards, counter cards, car cards, window streamers, posters, etc.** Rough sketches and constructional ideas furnished on request.

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Shampoo Base

Sparkling Clear · Firm and Concentrated
make your own colored shampoo from
the coloring matter we furnish gratis.

Shampoo Syrup · Liquid Soaps · U · S · P · Green Soap
CLIFTON CHEMICAL CO. CLIFTON BLDG. N.Y.C.
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Witch Hazel
Stearate of Zinc
Magnesia Carbonate

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A.C. Drury & Co.

*Waxes, Gums, Heavy Chemicals,
Drugs, Essential Oils Etc.*

420 Rush Street
Chicago, Illinois

Your Inquiries Solicited

PRIVATE BRAND TOILET SOAPS



Manufacturers of

Powdered-Chip-Liquid
Cocoanut Oil Base-Shampoo
Soaps

J. Eavenson & Sons, Inc., Camden, N.J.

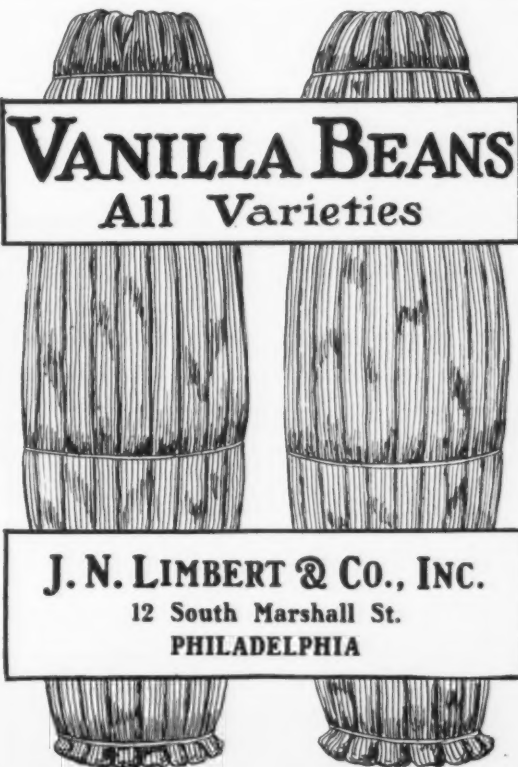
STOCK
LABELS

for
TOILET
PREPARATIONS

SAMPLES SENT
ON REQUEST

THE QUALITY LABEL COMPANY
120 WEST 32nd STREET
NEW YORK

VANILLA BEANS
All Varieties



J. N. LIMBERT & Co., INC.
12 South Marshall St.
PHILADELPHIA

For Toilet Preparations and Cosmetics



THE QUALITY WHITE MINERAL OIL

Absolutely Colorless, Tasteless and Odorless

Our representative will call on request

address only

**CHEMICAL PRODUCTS DIVISION
STANDARD OIL COMPANY (NEW JERSEY)**

44 BEAVER STREET, NEW YORK



MAKERS OF SOAP
NEARLY HALF A CENTURY

HARRAL SOAP COMPANY, Inc.

132 TO 136 HAVEMEYER STREET

246 TO 250 SO. FIRST STREET

BROOKLYN, N. Y.

SHAMPOO BASE
LIQUID SHAMPOO
LIQUID TOILET SOAP
SURGICAL GREEN SOAP
SHAMPOO PASTE

POWDERED SOAP
U. S. P. CASTILE BARS &
POWDERED
SHAVING POWDER
TOILET AND BATH SOAPS

The Perfect Wrapping for Soap, Perfumes, Powder
Puffs and Toilet Preparations

Fenestra. Transparent. Strong. Air-
tight. Moistureproof.

Keeps your package neat and tidy.

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Denatured Alcohol All Formulas

James A. Webb & Son

INCORPORATED
27 William Street Phone—Broad 7330 N. Y. City

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Belgian Trading Co., Inc., 52, 53 and	54	Dhumez et Cie, Pierre.	49	Hugues Aine.	32
Benton, Holladay & Co.	120	Diller, Geo. K.	104		
Berg, Ind. Alc. Co., David.	10	Dodge & Olcott Co.	62	Illinois Glass Co.	69
Bergeret, Charles	100	Dragon Paper Box Mfg. Co., Inc.	101	Imperial Metal Mfg. Co.	87
Bermond, Auguste		Dreyer, P. R.	18 and	International Filler Corp.	114
Insert between 40 and	41	Drury, A. C., & Co.	129	Isis, Spelden & Co.	51
Bertrand Freres.	19	Dupont, Justin, Inc.	31	Ising Corp., C. E.	65
Birn & Wachenheim.	130	Duval Compagnie.	72	Jarden Litho Co., The.	123
Bond Mfg. Co.	102			Kiefer Machine Co., Karl.	89
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Bromund Co., E. A.	79	Essential Oil Company.	71	Kolmar Labys.	77
Brown Co., Inc., O. A.	38 and	Euziere & Co., H.	35	Kranich Chemical Co.	125
Bruno Court Societe Anonyme	17	Eavenson & Son, Inc., J.	129	Krause, Richard M.	59
Insert between 16 and	16	Evergreen Chem. Co.	107		
Buedingen Co., Ferdinand.	24			Laning, E. M., Co.	34, 35 and
Buedingen, Wm., & Son.	66	Federal Products Co.	50	Lautier Fils.	23
Burt Co., Ltd., F. N.		Filler Machine Co., Inc.	84	Lemoine, Inc., Pierre.	33
Insert between 88 and	89	Florasynth Laboratories, Inc.	117	Leonhard Wax Co., Theodor.	117
Bush & Co., Inc., W. J.	1	Fox & Clarke Co., Inc.	49	Levy, Maurice.	85
		Foxon Co., Inc., The.	119	Lightfoot Schultz Co.	74
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Cavaller Freres.	32	French Cosmetic Mfg. Co.	46 and	Lorscheider-Schang Co.	116
Chemical Works Flora.	39	Fries & Bro., Alex.	132	Lueders & Co., George.	2 and
Chris Co., Antoine		Fries & Fries.	6	Lyons & Co., Inc., J. W.	
Insert between 64 and	65			Insert between 40 and	41

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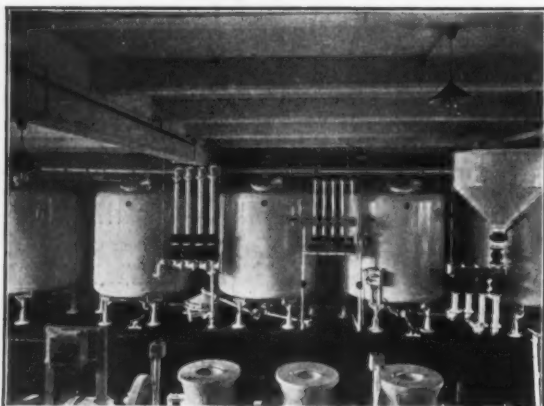
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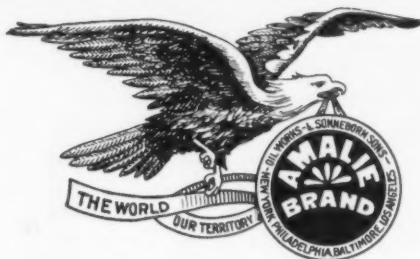
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